



29th March 2004

Leadership Management Australia
P.O. Box 408
MANLY 1655

Dear David,

I would like to relate my experience with the Effective Selling Strategies course.

At the time you called to see me, I was looking for a sales course for my two sales representatives and myself. I was a little cautious about finding the right course, as I had a perception that sales courses were about hype and pressure. During our subsequent discussions, I felt comfortable that you understood exactly what I was looking for and booked the course.

The following points summarise my feelings about the course now we have had time to digest and implement the learnings:

1. I found the facilitator, Savvas Leondas, to be inspirational with his wealth of experiential knowledge.
2. We broke our misconceptions that good salesmanship is about pressure and closing – the course showed us that true professional selling is about understanding client's needs and servicing those needs better than anyone else.
3. Our personal productivity improved by understanding what activities are most important – the ones that produce the results.
4. We got to implement the learnings (with help if required) as we were participating in the course.
5. We learnt many important sales skills that we use every day. For example, buying signals.

Results speak for themselves, with individual gains over fifty per cent. Our course certainly paid for itself.

I believe we gained additional benefit by having several of us attend the course together. However, I would thoroughly recommend the course for anyone looking to become a "Professional salesperson" and would be happy to discuss it.

As a result, we have booked additional LMA courses since.

Regards,


John Day
Director

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