

Friday 7th October, 2016

Dear Ken,

When you first cold called me about your in-house sales training day I was a little cynical as to whether you would be able to help us. But I decided to go ahead as your cold calling approach and online sales presentation were so convincing I saw no reason not to engage you.

Having now had the training, it has been one of the best investments in training our company has made. I really appreciated the fact that you tailored the training to our business and had us doing exercises which gave our team a better understanding of why people buy from us. This understanding will be invaluable in growing our business.

Your experience in selling to CEO's/Managing Directors came through on the day as you took us step-by-step through the process of getting past the gatekeeper, cold calling the CEO's/Managing Director and presenting to them a set of compelling reasons to buy. I love the way you use customer testimonials to overcome objections and convince a decision maker to go ahead. This approach is something I am looking forward to applying in our business.

The feedback from my sales team has been extremely positive. You have inspired them to move outside their comfort zone, which is what I wanted. They now have a process that will enable them to get through to CEO's/Managing Directors, as in the past they have tended to only make contact with middle management who often don't have the authority to make the final decision.

Would I recommend your Workshop?

Definitely, as you have a unique ability to step inside a business and quickly ascertain how its' products and services should be sold. I have been selling office fitouts for over 30 years and the one day I spent with you has shown me a better way to sell.

Thank you for a day of valuable insight, we look forward to applying your new way of selling.

Kind regards,



James Greene
Managing Director
Crest Office Interiors