

Dear Ken,

When my Principal informed me, that he had booked our sales team into your course, I must admit the thought of doing another course did not excite me. If it was like past courses I had attended, I thought it would most probably be a waste of time. Instead it has been a great investment.

I am the longest serving consultant in the Ray White Coffs Harbour team. And have been awarded "Highest individual selling agent in northern New South Wales" for five out of the last 10 years. So I truly did not believe that taking two online sessions a week for five weeks would be worth the effort.

After 18 years of selling, why I am now happy to recommend your course?

On Friday I completed the course and have walked away with a new set of selling tools and a far better understanding of how vendors think.

From the first lesson, you grabbed my attention. You clearly understand how vendors think and you showed us a very simple step-by-step approach to taking our past successes and using those stories to:

1. **Give us a clear point of difference in the marketplace** - You are right, it is far more powerful to share how we've helped people be successful than to focus our pitch on who we are and our company's success.
2. **Gain powerful client testimonials** - When you taught me a new way to write a testimonial on behalf of my client, I was really happy with what I wrote when I submitted it to you for review. Then I received your version and it took my testimonial to a whole new level. In the version that you wrote for me, not only did you encapsulate why my client was happy to recommend me, but your version went further in making points that will be really powerful to use in future appraisal presentations. What's more, my client was more than happy to sign off on this testimonial.

Instead of dreading the thought of doing your course, I have really enjoyed the two sessions each week and have really appreciated the fact that when I reached out to you for help, not only did you respond with positive suggestions but you followed up at a later stage to see if I wanted further help.

You have given me a plan of action which I have already been able to implement

Unlike a lot of courses, which get you excited, but leave you wondering what to do next, I now see why you have designed this course to run over a five-week period. It has given all of us the time to reflect on what you're teaching and go away and implement your techniques. Plus the weekly helpdesk on Friday has allowed us to ask for your help we need it.

Yes, I am more than happy to recommend your course, as you have clearly demonstrated a sales and marketing system that has been proven to work for agents in both Australia and New Zealand. What's more I already started gaining benefit from your training, before the course was even completed. I am now glad that my boss made the decision to book our team into your course.

Kind regards



JAMES BEARLEY