

2<sup>nd</sup> October 2008

To whom it may concern,

It's been a year since we completed our sales training with Brett and the investment we made to do Brett's sales training continues to pay off for us.

Our conversion ratio is amazing; we have brought on 21 new clients in the last three months and only missed out on 3 jobs that we have presented for.

It has a lot to do with the confidence we have in our processes and systems. But it's also because the client is reassured that there is a system and a process, and they know what comes next.

More importantly, the process channels us to ask for the sale, and when you start asking for the sale, amazing things happen!

This is some feedback we received from a client when we won a recent job:

*"Judging by the amount of times you have "asked for the order" I am assuming you guys have attended a few sales courses. Well the good thing is the courses have paid off as we are giving you the order."*

Eureka!

Thanks again Brett, you are a star and the benefits of doing your sales training has far outweighed our expectations.

I am happy for your prospective clients to contact me directly.

Your sincerely,



Georgina Miller  
Director  
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