



*Head Office & Accounts*

*PO Box 400, Peel Street,  
Waipukurau, Hawkes Bay, N Z  
Telephone: 64-6-858 8822  
Facsimile: 64-6-858 8833*

*Hastings Branch*

*1318 Omaha Road  
Telephone: 64-6-879 9907  
Facsimile: 64-6-879 9902  
Email: johndeere@farmex.co.nz*

Testimonial for Brett Burgess -Sales Impact Group

Farmex Hawke's Bay recently undertook a sales training course to assist our sales team to improve sales technique. We have an experienced sales team but we felt we could benefit from training in the latest sales process. Prior to the course we also identified some shortcomings in our sales process and Brett tailored a course to meet our requirements.

During the training we identified a number of issues that were not allowing our sales staff to meet expectations and a number of changes were implemented to streamline our sales process thereby freeing up sales time to generate new business.

Brett also delivered to us a system which our experienced sales team have taken on board and implemented as part of their sales process. By following this system we have a higher conversion rate of enquiries to completion of sale.

We have implemented a number of new procedures and more importantly we have changed our approach to sales and as a result we have improved sales closure rates. Our sales team is now more efficient and is more confident with the knowledge that we better understand the sales process and what is required to make them better sales people. I would recommend this training not only to people new to sales, but as in our case, experienced sales staff will benefit by understanding the sales process and by following a proven sales system.

A handwritten signature in blue ink, appearing to read "Tim Harty".

Tim Harty  
General Manager  
Farmex Hawke's Bay Ltd.