



Thursday July 7<sup>th</sup>, 2009

**To:** Training Group International

Lizz,

Thanks again for a great day, the team have not stopped talking about the Sales and Communication training day.

Initially some of the more experienced team members displayed some resistance to the idea of training but were pleasantly surprised when very quickly they discovered the value of the program being presented.

The fact that you got the team to provide their own input and self assessment has meant that they have come away with a greater sense of ownership and responsibility for their role. The above/below the line tool has been embraced wholeheartedly, and I know that everyone now feels far more confident (and curious) in dealing with objections.

It's refreshing to get some long-term strategies rather than just half a day of pumping up tyres only to see them go flat the following week.

We've just had our biggest month since December (despite the GFC), and we've started July just shy of target. We haven't started a month in such a strong position for some time, and I'm certain your training played no small part in these results.

I'll certainly be recommending your services to my business network, and look forward to working with you, either online or in person, in the near future.

Yours Sincerely,

A handwritten signature in black ink, appearing to read "Patrick Fleming", written over a horizontal line.

**Patrick Fleming**

General Sales Manager – Sunshine Coast  
Prime Radio