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Mr A. Simpson
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29th December 2009

Dear Andy,

I would like to thank you for your excellent Sales Skills Training course I attended on the 9th December at the Derby Conference Centre.

As you know I have spent the last thirty years of my career in IT management in the banking industry procuring technology and other various resources for the bank. Having made the decision to start my own business and utilise my knowledge of technology to provide solutions for other businesses I found I lacked the necessary sales skills to progress proficiently.

I found your course was pitched perfectly with the right amount of topics covered comfortably to fit into the day. It has helped me gain additional skills to allow me to approach new prospects with confidence and topics such as the open and closed questions will certainly make me think before I ask a question in future.

Your presentation of the course was excellent and provided enough individual help when required, the documentation provided was first class and following the course it will be extremely useful as an aide memoire. The location was perfect and the refreshments and lunch matched the excellence of the course.

I wish you well for the future and a prosperous 2010.

Yours sincerely,

A handwritten signature in black ink, appearing to read "K.F. Deakin", written over a light grey rectangular background.

Keith Deakin
Managing Director
Pink Connect (Walsall)