



# THE HARDWARE HOUSE COMPUTER SHOP

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## Reference Letter: Edensilk Pty Ltd

Over the past few years my company, The Hardware House Computer Shop, has struggled to forge ahead in the "dog-eat-dog" world of IT solution providers. During this time many competitors have risen and fallen, creating an environment of distrust and insecurity. What seemed to me to set apart the success stories from the rest of the noise, were those IT companies that had established themselves as service based, professional operators with well trained and committed personnel.

Throughout this time I had been approached by several companies offering programs and workshops to improve my Sales staff performance; but little else by way of "holistic assessment and development".

So when I received some attention from Paul Curtis of Edensilk Pty Ltd, offering to appraise our present company profile, and present a detailed analysis report, I decided to check him out. After our initial meeting where he presented his impressive credentials in past business success, and his extensive training in the field of IT marketing strategies, I committed myself as far as the appraisal stage.

I was certainly astounded by the "in depth" analysis report, and his overview of our potential to grow the company through fundamental changes to our reporting and marketing strategies, applied sales training, and customer retention programs.

Once we agreed upon a training and development schedule, our revised business plan, etc. it was easy to see the obvious benefits of committing to a "strategic partnership" that would lock in Edensilk to The Hardware House Computer Shop for a period of rapid growth.

My experience to date after completing an initial 13 week sales and marketing training program for all staff members, including administration, is a resounding YES! Over the past months my staff are more highly motivated, are achieving new heights in performance, and the bottom line is moving in the right direction.

When I first seriously considered Paul's overtures to my company, my first reaction was, "I know what I need to do. He's not telling me something I don't already know!" But then I reflected on where I was going, and I seemed to be in the proverbial 'rut'. I thought about that old adage: "IF YOU ALWAYS DO WHAT YOU ALWAYS DID, YOU'LL ALWAYS GET WHAT YOU ALWAYS GOT!"

It was time to try something else. I tried Paul and the professional team at Edensilk and now I'm looking beyond my door step.

I can highly recommend partnering your business with Edensilk for "smarter marketing results".

Sincerely yours,

Rod Cridge.  
General Manager and Owner  
The Hardware House Computer Shop