

23<sup>rd</sup> October 2006

Paul Curtis  
Director  
Edensilk Pty Ltd  
PO Box 141  
Maylands WA 6931

Dear Paul

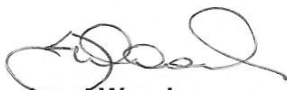
Earlier this year Roy Weston State Support Office was introduced to the *Sales Activator* by a member of the Eden Silk team and we immediately saw the potential for development within our group.

Although we continue to deliver our own internal sales training programmes, the *Sales Activator* has given us an additional resource to draw from, as well as a more effective way of our teams practicing and perfecting the sales process on an ongoing basis.

Thank you for your input in providing training in the use of the *Sales Activator* so we had a better understanding of the best ways to implement the tool for ourselves. Where some of our sales people struggle with the difficulty of role play in what can sometimes be described as an artificial environment, this tool has given our group the resources and ideas we need to stimulate and refresh our teams. The training sessions are now more interactive, with sales teams drawing on each other's knowledge to improve the whole sales effort and results.

Your accessibility and true belief in the system has been invaluable. We look forward to continuing to improve our business as a result of working with Edensilk and the *Sales Activator*.

Kind Regards



**Jenni Wood**  
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