

15 December 2002

To Whom It May Concern:

I have completed the Edensilk sales coaching course conducted by Paul Curtis and achieved measurably improved results immediately after the first session. I found Paul to be a true sales professional and thoroughly enjoyed the experience. I learned not only how to improve my sales skills, but also how to grow and develop as a person.

The modules covered were:

1. Time Management
2. Goals Setting and How the Brain Works
3. The 7 Steps to Every Sale
4. How Customers Make Decisions
5. Account Entry Strategy
6. How to Make Customers Need You: Strategies for the Recognition of Needs Phase
7. Influencing the Customer's Choice: Strategies for the Evaluation of Options Phase
8. Competitive Strategy: Differentiation and Vulnerability
9. Overcoming Final Fears: Strategies for the Resolution of Concerns Phase
10. How to Offer Concessions and Agree Terms: Sales Negotiation
11. How to Ensure Continued Success: Implementation and Account Maintenance Strategies
12. Case Study: The Anatomy of a Major Sale

I thoroughly recommend the Edensilk Sales course to any individual or Sales Manager looking to improve results and gain the edge over the competition. It is my intention to attend a refresher course in the future, because I am sure that I don't have all the answers, but I know Paul Curtis does.

Yours truly,



Chris Johnson
"IBM PSG Salesperson of the year 2001"
STOTT & HOARE BUSINESS COMPUTERS