



6 August 2004

Jeff Austin  
Edensilk  
Kalgoorlie WA

Re: Jeff Austin - Testimonial

I started working with Jeff acting as my business coach (through DSR Business Coaching and later Edensilk) in July of 2003. In March of 2003 I was appointed to my first senior management position and after three months found myself struggling to cope with the step up in workload, responsibility and personnel management. When I started to work with Jeff he spent significant time with me assessing my situation, strengths, abilities and my weaknesses. Having done this Jeff and I worked on a strategic plan that was designed to address my weaknesses and make the most of my strengths and in the following financial year our station achieved 10 of our monthly budgets and finished with 106% of our annual budget.

Jeff has also assisted my station with our forward selling programme, delivering seminars to clients and training and motivating my sales staff. During this period the sales team found them selves re-focused and, as a direct result of Jeff's involvement, have written a record amount of revenue for this programme.

Jeff always presents himself in a professional manner sharing his knowledge and experience while maintaining confidentiality of client information at all times. I would strongly recommend Jeff's services to anyone who is in business.

Please fell free to contact me personally if you require any more information about Jeff and the value of his services.

Regards

*Ross Beckett*

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