

24 June 2021

Dear Jim,

Having recently taken on the role as the New Zealand Branch Manager, I knew that I needed to build a cohesive team of sales professionals for our marine and industrial markets.

While there is no shortage of team development programmes, they generally do not improve sales performance. Conversely there is no shortage of sales training programmes that do not improve team development.

I needed a supplier who could deliver a programme that amalgamated the two professional development requirements into one delivery.

It is interesting that your sales training is not about teaching selling techniques, it is focussed on understanding the customers buying process. This starts with my sales people better understanding themselves personally and from there they can better understand their customers.

Your team development programme focused on people's emotional intelligence which has a lot of parallel psychological insights with your sales training.

Your ability to deliver the two programmes simultaneously enabled my people to develop a strong team cohesion where they collaborated with each other as they enhanced their competencies and sales results.

There is always some trepidation and scepticism from staff when it comes to this type of training but from my own personal experience and from feedback from the team, I feel it has added real value to our organisation.

From a broader perspective I feel the course has also provided the team with some excellent personal development skills.

I would highly recommend yourself and your training courses to anyone in the future and would be happy to provide references as such,

Sincerely



Dave Low
Power Equipment Ltd
NZ Branch Manager

Australia, New Zealand and South Pacific Distributor for these leading brands



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