



## FARMERS AGRI-CARE (PTY) LTD

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To whom it may concern

### **FEEDBACK: VALUE BASED SELLING WORKSHOP**

We've all heard sales motivational speakers before, but I can honestly say Ray's message hit the sweet spot. What made the difference is Ray focused specifically on our business, and the unique way our customer relationships and sales transactions work. He took the time to visit us beforehand, to learn about and understand the way we do things. So his delivery was relevant from square one, and he captured the attention of our team right away. It most certainly wasn't just another presentation by another guy delivering another generic message.

Listening to the talk amongst our team afterwards, there were comments of genuine appreciation and a sense of positive learning. Absolutely no doubt this will energise us going forwards.

Best wishes

**The Farmers Agri-Care Team**