

2 July 2019

Attention: Ray Patterson

Sales Manager's Boot Camp / Closing the Deal training at CMG – Bloemfontein

Dear Ray,

I just want to thank you again for the great training you presented at Central Media Group in Bloemfontein on 3 and 4 June 2019.

With our unique set-up, where we serve clients with a variety of media and marketing needs, it was very insightful to understand the application of the basic principles of Sales for each division.

With regards to the Closing the Deal training, our sales teams found the training extremely practical. The way you presented the training was out of the box, interesting and engaging. Each of our teams took something from the training that they could start implementing the next day. Providing solutions is what this is all about!

The Sales Manager's Boot Camp was very helpful and the tools and lessons you shared, made us think out of the box. It equipped us with the knowledge and tools to really start managing performance and helped us to understand better how to create motivated, engaging and performing teams.

The most valuable of all, was the fact that you could share years of experience with us, that we would never find in any text book or manual.

Thanks for adjusting your training time and programme to fit our specific needs. We already recommended you to several of our clients in the region.

Thanks for sharing your knowledge and making a difference in sales teams! All the best for the future!

Kind Regards

Alda Fourie
OFM Sales Manager
Central South Africa (Free State, Northern Cape and North West area)

Central Media Group (Pty) Ltd

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