



Gemcom Australia Pty Ltd

675 Murray Street
West Perth WA 6005

PO Box 668
West Perth WA 6005
Australia

Tel: 61 8 9 41 3000

Fax: 61 8 9 41 3000

e-mail:
info@gemcomoz.com.au

internet: <http://www.gemcomsoftware.com>

Perth, WA 15th May 2002

Dear Paul

Sales & Marketing Workshops

It's been a few months since John and I attended your training sessions at Edensilk, so I thought I'd send you a brief letter with some feedback, and to let you know how we've progressed.

You've probably heard this before; but the audiovisual and printed material you used throughout the sessions was very good. These helped us easily learn new strategies and tactics to increase our sales and improve our appeal to potential buyers.

Throughout the sessions your own input was timely and appropriate, focusing on our specific product, and the many different ways we could go in order to achieve our objectives more effectively.

It has certainly turned out to be a rewarding experience. Already some of the marketing and sales concepts we learned have been successfully put into practice with our local and overseas customers.

The results have more than recouped our investment in your services, with better things yet to come.

I'd be happy to recommend your services to anyone who wants to develop their business 'the smart way'.

Yours sincerely

Eduardo Videla
Managing Director
Gemcom Australia Pty Ltd