



To Whom It May Concern:

On behalf of Visitor Services & Sales, Tourism British Columbia, I am delighted to provide this reference for Stuart Ellis-Myers and his presentation "How To Double Your Sales . . . And Actually Enjoy The Process".

Stuart delivered his three hour seminar on February 21, 2001 to approximately 100 delegates attending the annual Visitor InfoNetwork Conference hosted by Tourism British Columbia. This audience included managers and front-line staff from British Columbia's community and provincial Visitor Info Centres as well as sales agents and other key staff representing the Super, Natural British Columbia call centre.

Stuart is a dynamic speaker whose presentation provided this particular group with the critical sales tools they need to successfully "close the sale" while also recognizing and overcoming the challenges associated with being a sales professional in today's competitive marketplace. He is passionate about the topic, delivers his presentation with great enthusiasm, panache and humour, and, perhaps most importantly, respects his audience by acknowledging the validity of their experiences and encouraging their contributions to both the collective and individual learning process.

Stuart is caring, compassionate, committed to his client and meeting his client's needs. Over a period of four months he worked closely with me to ensure that I not only understood, but was also comfortable with, his approach. He explained his method, goals and objectives in detail, he listened and responded to my concerns about the presentation and its impact, he suggested how positive results could best be maximized, he asked for my feedback and ultimately, customized his workshop for the Visitor Info Centre managers. His responsiveness and willingness to accommodate my needs without compromising himself or his presentation added immeasurably to the overall success of the workshop itself.

It must be understood that Stuart does not have a "magic wand"; the success of his approach to sales is dependent upon the commitment of his audience to apply his techniques and methodology once back in the workplace. And, of course, that will vary tremendously from place to place and individual to individual.

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