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While realizing that we still have a distance to go, Tourism BC is pleased with the results to date. At the time of writing this reference, the number of Visitor Info Centres that currently offer Super, Natural British Columbia merchandise and/or accommodation reservations has increased 103% over 2000 and the Quality Service Evaluations conducted throughout the province indicate an increased understanding of the importance of the sales interview. I would like to believe that our success in this area can be attributed, in part, to Stuart's workshop and the follow-up training video that was produced in consultation with him.

It is with a great deal of respect for Stuart and his work that I encourage you to further explore what he can offer your organization; I am confident you won't be disappointed if you take up the challenge associated with "doubling your sales while enjoying the process" and make it your own corporate and/or personal goal.

Sincerely,

A handwritten signature in black ink, appearing to read "J Handley". The signature is fluid and cursive, with a large loop at the beginning.

Jennifer Handley  
Program Administrator, Visitor Services & Sales  
Tourism British Columbia