



CANADIAN INSTITUTE OF TRAVEL COUNSELLORS (ALBERTA)

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JC MOWATT

Customized Keynotes & Seminars

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Dear Jeff;

Thanks for doing such a terrific job for ACTC/CITC on your "Bookings Bookings Bookings - Sales Skills That Work" seminar. The positive feedback that we have received from all those who attended was tremendous.

The way you customized the seminar specifically for the travel industry was excellent. The travel business is not like many other selling situations so it was great to see the seminar so in tune with what we really are selling. As one comment from the group summed it up..."I'd of thought he was a travel agent".

The content itself was very useful. You gave some very valuable sales tactics and motivated us all to do better in our sales skills.

The audience response evaluation was very useful for us as a great opportunity to see what our membership wants in the future. From the response I'd say it would be another Jeff Mowatt presentation !

One thing I must say I am still amazed at is how well you keep the audiences attention - for three hours no less !

It was a pleasure working with you and I am sure we will be working together again in the future.

Thanks again for all your effort put into making this seminar not just another sales seminar but truly a memorable experience.

Yours sincerely,

Leigh Dam CTC
Education Chairman
CITC

cc/ACTA AB