

Re: Efficiency Coaching N.V.
Miss Gabriella Leonard
Lambermontlaan 124
1030 BRUSSEL

LETTER OF RECOMMENDATION

In order to maintain its position in the competitive mail order market, Neckermann Nederland B.V. is always on the lookout for opportunities to improve its performance as a sales organisation.

Therefore we decided a couple of years ago to improve the telephone handling skills of our telesales people and hired Gabrielle Leonard as an external consultant to develop a telesales training programme for this department.

Through a thorough 2-week analysis of the actual telesales skills of our people, she identified the crucial areas of improvement.

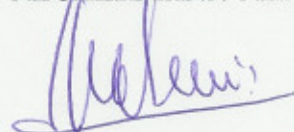
Based on these findings, she developed a custom made telesales training programme, addressing our highest improvement potential areas and aiming at improving the quality of the customer service on the telephone and increasing item linking during the sales talks.

The programme affected the whole telesales department and was delivered based on the 'train the trainer' principle: Ms. Leonard trained 10 supervisors to become fully operational telesales trainers and followed up on them while they on their turn trained 120 telesales persons on the following items: how to be more customers minded and commercially oriented and how to establish a long lasting relationship with the client, together with an on-the-side training on the increase of the uniformity of the messages and the use of effective conflict handling techniques.

The programme was an overall success and, due to its custom made character, had an increase of motivation of the telesales people as a pleasant side effect.

A programme like this is definitely beneficial to increase customer satisfaction, it is aimed at continuity and I personally recommend this to sales oriented organisations who seek to increase profitability through a better utilisation of their existing skills and resources.

Yours faithfully,
NECKERMANN NEDERLAND B.V.



W.H.X. Amian
Managing Director