



*Copy of testimonial*

*- original available upon request.*

*DC*

31<sup>st</sup> May 2006



To Whom It May Concern

Re: Perceptions Coaching

On a project of the scale of \_\_\_\_\_ to our company to deliver the best possible service to our clients to ensure they feel that they are receiving an optimum return on their investment. Delivering excellent customer service for a multi-million pound project, in a challenging environment has however, at times, been demanding for the team and the line managers involved.

To ensure we were maximising the performance of our Account Management Team, we engaged an external training and coaching organisation – Perceptions Coaching. Perceptions Coaching worked one-to-one with the team to develop interpersonal and communication skills, which led to enhanced team working and greater cooperation in the department.

Perceptions Coaching then helped us to identify additional training needs for the team and designed a bespoke training course to develop their client facing capability and improve effectiveness. This tailored training enabled the team to practice new skills when dealing with clients on the 'phone - using open questioning, building rapport and asking for referrals. This was followed up with individual coaching sessions.

As a result of working with Perceptions Coaching, there has been a marked improvement in the team's performance and in our relationship with our clients. The Account Managers have more confidence when dealing with clients, the communication across the team has improved, the Team Supervisor is more self-assured and is able to delegate more easily. Most importantly, the team now recognise the need to develop every possible opportunity to innovate and to deliver exceptional customer service.

Perceptions Coaching have a good understanding of our business and we will continue to use them as part of our ongoing growth.

Yours faithfully,

Natasha Thiébaud  
Vice President  
Stadium and Arena Group  
IMG (UK) Limited