



20 June 2006

To whom it may concern:

Dyson Appliances (Aust) Pty Ltd have been working with Ted Doraisamy and his associates since 2002. The strong partnership endures due to the value they continue to provide us, manifested by their commitment to understanding our business and working to ensure the outcomes we seek are met.

Ted and his associates have assisted us in areas including sales training, presentation skills, new product launches, developing business strategies and utilising DiSC profiling to improve productivity. As part of their ongoing commitment to understand our business, they have strived to develop close working relationships with our managers and Agents, and have tailored their programs to be involving and inspiring, enhancing the learning experience for everyone.

A good example of the value we have enjoyed from our partnership has been the Business Strategy workshops held. I wanted Ted to challenge the views my managers had about the business, take them outside of their comfort zone and identify opportunities that would form the basis of the Strategic Plan. This was well executed and the focused strategies we developed around the critical success factors he had us identify for our business has provided us with a platform for sustained growth. I was delighted with the outcomes achieved.

The experience they bring from having run similar businesses and the approach they use helps us focus on what the critical success factors really are. Ted really challenges the often traditional way we approached strategy development and we have clearly benefited from this.

I would definitely recommend you speak with Ted should any of the above situations resonate with you.

Yours sincerely,  
DYSON APPLIANCES (AUST) PTY LTD

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