

Testimonial – Brian Halliday Advanced Mind

Before I met Brian the sales for my business were pretty flat and erratic and certainly no where near my business's capacity. My responses to cold calling, email marketing, letters, and networking were just not giving me the results I desired. On top of all that I had lost direction and confidence in how to take things forward.

After meeting Brian he quickly showed me how I could improve one or two things in my marketing, in particular the copywriting. Although I was sceptical he encouraged me to give them ago. The results from the small changes we made truly amazed me. The marketing response went up by 300% and the profits increased by 150% all within a short period of time.

I then attended the 2 day Mind Persuasion Programme which was a life changing event for me. We covered a lot of material which included self-motivation, confidence building, influencing and Persuasion techniques.

One of the immediate results I noticed was a new belief that I could achieve greater things, which was instrumental in restructuring my business.

I was so impressed by the results I asked Brian for additional coaching over six months. During the last six months we have exceeded our sales from the previous month with the exception of the summer slump during July.

Every time we meet with clients to discuss their requirements not only do we get the sales - we are confident enough now to offer them higher value products, so the sales are increasing in value with less of an effort.

Brian attended one meeting with a major organization and using his skill managed to secure all of their business despite we had no glossy marketing materials unlike the competition that was after the same business.

I have since added some of Brian's programmes to our own portfolio of services and he has created similar success for some of our own clients.

I would recommend that anyone involved in persuasion or sales of any kind to checkout Brian Halliday and Advanced Mind.

Regards,



Gordon Dow
Managing Director