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## Testimonial for Chris Golis

Prepared by Anthony Bongiorno

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On Thursday 5 June our company organised an all day sales seminar. We had nearly 50 attendees comprising 20 people from Westpac and 30 people internally. We had two main presenters, Robin Daubeny and Chris Golis. I was hoping to achieve the following:

- A clear understanding that sales persons are made, not born.
- How to understand buyers motives more clearly to close more sales.

Robin is one of Australia's best speakers. I have heard speak at least six times. His talk was exactly what I wanted: motivational, and positive.

Chris was a much greater risk. I had never heard him speak. I had read his book *Empathy Selling* in the mid-1990s and was familiar with the product which I think is the best in the market. I wanted the rest of my staff to use it like I do.

Chris was a revelation. He is very passionate and knowledgeable about the *Empathy Selling* but is not one-dimensional gaining lots of interaction from the audience. More importantly because of his wide business experience he is able to use real life examples of how *Empathy Selling* works.

Also he is very quick on his feet and although he had never heard Robin speak before was able to repeatedly use Robin's talk to illustrate and reinforce points. It was a masterly performance. Finally he speaks to time. I asked him to finish his first session at 1:06 as I had a horse running at 1:10 and he finished to the minute.

If you are looking for an enthusiastic, fresh speaker on a topic dear to every CEO's heart, namely *How to increase sales in a down economy and increased competitive environment*, I can heartily endorse Chris.

**Anthony S Bongiorno**

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