

Ing. Attila Csergö
Fibichova 1286
271 01 Nové Strašecí

6th of June, 2016

Dear Mr. Csergö,

After successfully finishing our more than one-year lasting cooperation, we would like to evaluate the results reached and express satisfaction with your performance in our company.

On our first meeting, in early 2015, we defined our requirements and success criteria. Based on this, you developed a two-day development program called „Sales Skills in practice“, which was mainly focusing on the work-flow of our bankers, while keeping the theory on a minimum level.

Since we can compare your trainings with other training companies, we are pleased to state, that our overall satisfaction from the point of content and execution of your trainings. The positive responses from the side of participants, as well as from the side of supervising HR, ensured a long-term continuity of this development program – after successfully finishing the first training module in November 2015.

Your long-term personal experience with the financial market and your personality were an added value and great contribution to your Trainings. Your easy and humorous way of delivering your Trainings ensured an undivided attention and involvement of all participants. The healthy combination of your strict and human approach delivered discipline and a smooth flow of your training, including the business meeting role-plays. I want to mention, that role plays are in general very unpopular elements of any training program. Your delivery style and approach, which reflected the aim of gaining feedback from other co-workers, ensured that these role-plays were focusing on individual growth of our bank advisors, and surprisingly, these role-plays were identified as the biggest contribution for the participants.

Your concept of recapturing each training module at their end, and providing space for all individuals to develop the new knowledge into specific action plans, was another significant success key element of your training. Thus, by the end of each Training, all the participants had several Databases of useful and practical Sales Arguments, as well as individual Action Plans, which were subjects of further alignment with their leaders.

The synergy of our advisors and their managers, in combination with the positive responses to your trainings resulted into a new development program for the Managers. This training was focusing on effective follow-up techniques and tools of the participants' action plans, as well as on providing effective feedbacks to subordinates.

We consider the „Sales Process Monitoring Activity Score Card“, which you developed with the participants during the very first training, to be a huge contribution to our growth. The usage of this form, immediately on the same training (and later on all trainings), as an integral part of all role-plays, ensured a positive acceptance of this tool, which we still continue to use even now on all of our branches, long after your trainings.

We asked you to develop a “Sales Speech” follow-up program in early 2016, focusing on intensive practice and role-plays of sales argumentation, which our advisors face on a daily basis with our Clients. We were again able to systematically use the „Sales Process Monitoring Activity Score Card“

A significant added value of your Trainings is that participants were able to use the new knowledge immediately after the training in their everyday practice. For this reason, we hope, that our cooperation will continue in the future.

Based on our experience I can recommend your services to all, who consider development and growth via entertaining and positive experience to be a useful and important element.

I wish you good luck in your business,

Petr Urban
Human Resources
Waldviertler Sparkasse Bank AG