



### Testimonial for Doug D'Aubrey, Executive Training & Consultancy Ltd

*1<sup>st</sup> September 2013 saw the official launch of my new business, The HR Dept Wolverhampton. Whilst I have more 19 years' experience in human resources, running my own business meant becoming a marketing and sales person, an accountant and gaining other skills alien to me. The area that I feared most was the selling, but I knew if my business was to even get off the ground, I had to find some way of becoming an effective salesperson and doing it quickly.*

*Having met Doug at my very first BNI meeting, he made me feel very welcome and was the first member to book a one-to-one with me. We arranged a date and time and spent more than 2 hours getting to know each other and each other's businesses. Doug has a very engaging style and I immediately felt that I could trust him and he would be a good mentor for me.*

*I made a formal request therefore that Doug become my BNI mentor and also booked onto his half day sales training programme. I must say I came along to the course with reservations as to whether it would be relevant to me as a "one man band". However, I found it entertaining, informative and most importantly gave me lots of practical tips and a formal structure to follow.*

*As soon as I got home, I ordered my whiteboard and have put everything into practice that Doug taught me on that course. The simple, uncomplicated formula is easy to follow and it works. I refer to my sales board constantly and always know when the date of next contact is for all my potential clients. This allows me to come across as professional and reliable as I always follow up and don't miss an agreed date.*

*Our next meeting was then my BNI induction with Doug. We spent the whole afternoon together, covering everything in detail and he included a review and further advice and support on my sales activities.*

*Doug genuinely cares and is also passionate that my business succeeds. At a very scary time, he gives me the confidence I need to believe in myself.*

*So, thankyou, Doug. I feel truly fortunate to have you watching and guiding me.*

**Denise J Waite**  
**Owner/Director**  
**The HR Dept Wolverhampton**