



28 April 2014

Nick Muller

Coaching for Change

To Whom It May Concern,

I purchased this business last year and I was not very happy with how the sales were going. Upon contacting ATEED I was referred to Nick Muller to help guide me through business decisions and increase sales. The monthly turnover was less than I had anticipated when purchasing the business and something needed to change.

I attended Nick's 6 month workshop series; a combination of group work and 1 on 1 visits to my premises which gave me confidence and information I could take and apply to my business straight away. Every session was invaluable.

Nick and supported with hiring a salesperson, sending out regular marketing newsletters and putting together a social media strategy to increase the number of people who know about us. As a consequence of doing the program we have more than doubled our total sales and our average sale has increase 2 ½ times.

While working together I learned what had previously held me back, a combination of new skills and finding out what I needed to do to take the business forward.

I am feeling a lot more confident in the business and the future of my investment now.

Thank you so much for your help Nick.

Kind regards

Heather Rose
Sanstone NZ