



A facilitator who consults. A consultant who teaches. A teacher who speaks.

SYNOPSIS: IAN RHEEDER

See Ian's Recession Talk on
www.youtube.com/ianrheeder



FACILITATION ABILITIES

Ian Rheeder is a registered Chartered Marketer, Training Assessor and Professional Speaker (Professional Speakers Association JHB President), who differentiates himself as a master of both Strategic Sales & Marketing Management. With abundant past career experience in both B2B and FMCG, Ian is a fulltime Marketing Consultant, Speaker and Author of 25 Marketing Programmes, spending much of his time facilitating Strategic Workshops with Clients.

30 Strategic Marketing & Sales Programmes Written

Strategy & Leadership

1. Marketing Strategy (How to attack a competitor, etc, etc, etc)
2. Segmentation, Targeting & Positioning (STP) Strategy
3. Leadership in a Customer-centric Service Organization
4. Personality Profiling (For Selling, Negotiating Skill & Consumer Psychology)
5. The 7-Deadliest Marketing & Sales Sins (Worst mistakes SA firms make)
6. Success in a Recession & How to Attack the Industry Leader.
7. Psychologies of Success ('motivational' and how to raise your self-esteem)
8. Downturn-Exploiting Strategies (Recession Proofing)
9. Presentation Skills (1 – 2 Days)
10. Psychologies of Successful Leaders

Marketing & Sales Management

11. Marketing a Professional Practice (Consultants)
12. Marketing Management (any marketing subject you can think of)
13. Sales Management (planning, organising, leading and controlling your team)
14. Hospitality Marketing & Sales Management
15. Ethically Marketing your Medical Practice
16. Customer Experience Management, Customer Care & Services Marketing
17. Psychologies of Customer Experience Management (CEM)
18. Research Methods (1 to 5 days)
19. Stakeholder relationships/strategy/engagement
20. Channel Management
21. Return On Marketing Investment (ROMI)

Selling & Key Account Management Skills

22. High Trust Selling Techniques (any sales subject you can think of)
23. Clinching The Deal
24. Key Accounts Management (KAM), Strategic/Enterprise Partnering 'Selling'
25. Negotiation Skills with Objection Handling
26. Presentation Skills
27. Body language & personality profiling for negotiators

Promotion

28. Promotional Strategy
29. Managing a Marketing Campaign or Project
30. Sponsorship Management

GIBS uses Ian Rheeder:

Voted the top-40 best business school in the world (2007-2010), the Gordon Institute of Business Science (GIBS), has used Ian monthly since 2007 for their corporate programmes.



These are just a few of the hundreds of great references received over the years.

2 - 3 days Key Accounts Management (KAMsa)	Learner
<p><u>Application of knowledge gained:</u> <i>Yes indeed, will be able to apply. It will help me guide my Sales Team in better understanding our Customers and develop sustainable strategies to add value & grow stronger inter company relationships.</i> <u>Facilitator:</u> <i>Very good. A great course, very relevant and current. Excellent value!</i></p>	Paul Leask Engen
<p>Ian's interaction with delegates was excellent. KAM has given me more insight into my key accounts & personality profiling customers.</p>	Rudi v Schalkwyk, Dulux
<p>Ian is very knowledgeable, engaging, supportive, clear and currently practically involved with the KAM subject. His presentation technique was excellent.</p>	Zanemvula Gozongo, Cape P University
<p>I can now implement a quality plan. Ian's knowledge is excellent, his presentation brilliant.</p>	Elrine v Rensburg, BIC,
<p><i>Yes, There is so much logical information that we should be aware of that we are not! A true insight into the depths of KAM.</i> <u>Facilitator:</u> <i>Immense. Superb. All round perfection.</i></p>	Daniel Chevin, Engen
<p><i>The course is perfect as is, and gave me the tools to embark on a comprehensive plan. Ian was fabulous! Presentation was excellent!</i></p>	Charmaine Croome, Struik,
<p><i>Definitely be able to apply knowledge.</i> <u>Facilitator:</u> <i>Brilliant</i></p>	E Kruger
<p><i>Using the Strat-maps will enable me to better manage and gain more key accounts. Techniques throughout gave me more insight into my Key Accounts.</i> <u>Facilitator:</u> <i>Very knowledgeable, can see he has a wealth of experience.</i></p>	J Govender Engen
<p><i>Yes, a good tool to use to really get to know your KAs.</i> <u>Facilitator:</u> <i>Excellent presenter. I was negative in the beginning, but what a learning curve!</i></p>	Craig Milne
<p><i>Most certainly can apply this knowledge. The course content and structure would assist me in better understanding as to how my competitor can be kept at bay by me ensuring I have a solid structured plan in place.</i> <u>Facilitator:</u> <i>Brilliant. Great course.</i></p>	Sharief Weeder
<p><i>This KAM course is logical & easy to understand. The most logical strategy workshop that I have attended thus far.</i> <u>Facilitator:</u> <i>Obviously highly competent.</i></p>	G Liebstein
<p><i>All my clients will benefit. I know how to strategise now & understand personality styles. Ian knows what he is talking about.</i></p>	Theresa Lubbinge, Intervet
<p>Dear Mr. MD, I found the training to be very useful and I am highly appreciative of ... (Pty) Ltd having set up these sessions. It is a clear indication that the pivotal role that KAMs play in the business is recognized and hence the investment in providing direction and structure to us, with the assistance of Markitects. The training has definitely encouraged me to take a closer look at my management strategy of my key accounts and has reinforced the fact that we are strategic management consultants. Thank you once again for the opportunity to be trained by a person with such expertise. Regards, Ursula</p>	Ursula N, Key Account Manager Public Listed Company
<p>"We need to attack a competitor, and as mentioned on the telephone you were highly recommended to us by Grant X, Group Executive of the Altron Group." Mar 2007.</p>	(MD of a public listed Software Company). 2

Strategy/Consulting

The information transferred was extremely useful. The programme is highly practical and relevant to our SBU. All the necessary theory was adequately covered. The facilitator once again shared his expert knowledge and experience with the group. His personality does enhance our learning.	Leslie Fick Dti Programme Co-ordinator (Director)
Expectations met 9/10. Really insightful & practical. A lot of key tips, but above all, all the models & templates are priceless.	Natasha Basson, MTN, Senior Manager Communications.
Expectations met 10/10. Fantastic! A brilliant summary of all the best marketing teaching available. Excellent slides. Recommend to any marketing consultant.	Brett Kinsey, Senior MTN Manager Partnering.
This strategy course is easy to implement, and I believe I'm going to assist my organisations with their strategy now. Ian is a gifted facilitator. Excellent course and worth redoing for future refreshment.	Reginald Pholo, DTI
The easy-apply-nature of the course has made the application of the theory easy. Extend the course in future. Ian is very knowledgeable and has a hands on approach to any strategy scenario. Really eye-opening and less complex than anticipated.	Edwin Moloto, DTI
Will definitely be able to apply this knowledge. More focussed. Ian's facilitation is excellent; the Marketing Strategy course is the most relevant training programme I have attended.	Gordon Gleimius, DTI
Thanks for a great few days. I found it extremely valuable. Regards, Alan Bell, Business Director	Alan Bell, Work: Ogilvy
Thanks again for a great course we are already applying the learnings with several Clients. Regards, Doug Mayne, Group Account Director, Ogilvy	Doug Mayne, Ogilvy
Excellent course. Ian you score 10/10 for your tremendous insights, excellent strategy and analytical models.	Lionel Smith, GM, Yellow Pages (TDS)
We've used the services of Ian Rheeder for the last few years and he helped us greatly. Using his "know-how" we've gained an upper hand over our competitors and secured new contracts. His techniques work like a charm. Signed up 14 retainer in just 3-months! Cracked it wide open!	Jaro Cerny, MD, RDB (IT Company)
10/10: He knows his subject. Uses practical examples and used audiences companies to explain concepts. Very interesting subject.	Pauline Bapela, Eskom Communications
10/10: Very dynamic. Ian has a deep knowledge of marketing.	Manana Maboe, Eskom Communications

2-days, Sales Management	Delegate
Knows what he is talking about. Been there, done that, got the T-shirt.	Johan Lodewyics, ABSA Sales Manager
10/10: Excellent. Background knowledge on so many skills. Many practical exercises to use in the workplace.	Robyn Swanepoel, McGraw Hill Publishers
10/10: Printed material & slide show is of high quality. Very relevant examples. Forecasting techniques will be a great help.	Gustav Else, Ruto Mills
This is one of those courses that will turnaround a business. Ian was excellent.	Masego Dube, Kaya FM
The course was intensive and informative – and I will be able to apply the knowledge. Ian is very knowledgeable and has sound experience. The course is very relevant to the modern sales manager, and instils a good business sense.	David Mabusela, Kaya FM 95.9
I will definitely be able to apply this in the work environment. Ian's knowledge was substantial and he kept us interested.	Karen Mittermayer, Street Pole Ads
Ian was excellent. Forecasting & budgeting had the most impact for me.	Dr Carolyn Chelchinsky. Intervet
The course was amazing and I thoroughly enjoyed it. Wish it was longer.	Wayne Spray MD, Thomas Laurie
"Ian Rheeder is a marketing genius – I implemented a few of his selling tips and became our top sales consultant. His sales management training directly led to my promotion." (Emigrated May 2007)	Lisa Vorster, National Sales Trainer, Waltons
10/10, I did not get bored, very interesting, quotes top people in the industry, well read, and most importantly has practical knowledge, thank you!	Natalie van Blerk, Sun International

9.5/10 , I'm impressed with the knowledge of the presenter, I can use the course notes in my environment.	Johannes Tlhabi, SOFTCON Security
10/10 Good knowledge about most industries. Slides and marketing knowledge exceptional . Can't wait to apply all I have learnt.	MedPages, Roxane, Sales Manager
10/10 Ian knows his subject matter. Learnt a lot on strategic planning, budgeting, analyzing competitors, managing staff activities etc.	Oxford University Press, Sales Manager

2 - 3 days, High Trust Selling Workshop	Learners
I will be able to apply the knowledge to respond to objections and close more deals . I will be more conscious, specifically when on a sales call. Another day on body language and role-playing would be nice. Facilitator: Ian has a high level of motivation and knowledge. I appreciated all the examples and Ian's practical experience . You are a great catalyst for motivation. I have started to use your stuff...and it works!	Fred Desille
Definitely will be able to apply the knowledge . Selling principles is probably my biggest weakness at this stage of my career, as it has never been explained. I was selling too much on commonsense before. Would like to do full role-play (full presentation) in the future. Facilitator (Ian Rheeder): Very good	Michel Legros
Yes, the methodology and structure of the training will allow me to implement the training tomorrow. Facilitator: A high standard across all disciplines. Thanks for the valuable information. This is a course I can really use!	Christo Muller
I have learnt many new ways of dealing with customers. Facilitator: Very well informed speaker. Not boring. Very interactive.	Gerald Stanley, Chubb
Yes, my approach will be much more structured in the future. I now know which questions to ask. Thanks for the well-structured notes! Well done. Facilitator: Excellent; lots of knowledge with many relevant examples. Very pleasant to listen to. Thanks!	Xavier Boreux
Good layout of course. Will now be better equipped to meet new/existing clients. Facilitator: Well equipped to teach. Good listener too.	Rudy Bezuidenhout
Yes will be able to apply the knowledge. All management should attend this course. Facilitator: Vast knowledge with good examples. Can see why he is a successful sales/marketing manager . Not looking forward to the role-playing next week (3 rd day of course)	Dave Bullock
More people in the Chubb Group should do Ian's course. Facilitator: Excellent knowledge and skills. Thoroughly enjoyable.	Leigh Whale
These techniques are unique to our business. Will be able to apply them. Facilitator: Ian's knowledge is excellent. His skills brilliant.	Anton Lehman
Great ways of handling objections, and explaining why we have a higher price. Very useful. Make the same course available to management; they must become aware of our problems/concerns. Facilitator: Ian developed a good grasp of our business quickly	Joe v Vuuren
Will be able to apply knowledge, especially understanding personality types. Facilitator: Excellent	Sulize Swarts
Will highly recommend & refer . Very interesting, insightful and kept the delegates interested.	Scott Watson, Sales Manager
I am in awe of Ian Rheeder! Overall it is the best course I have ever been on , not one dull moment. AWESOME!	Hayley Michelle Murrell Astrapak
Program Leader's knowledge: Ian's knowledge is boundless . His course was extremely informative and enjoyable.	Karen Soncksen Astrapak
Presentation was excellent! We all did the practise sessions and everybody understood the course .	Belinda van Pletzen Astrapak - Consupaq
Presentation: Unparalleled!	Peter Siwela Astrapak - Consupaq
Will be able to apply the knowledge: Yes, it has opened my eyes in so many areas...	Doug Cossey Astrapak
Hi Ian, I just wanted to drop you a line to say a BIG thank you for the Sales Training last week in CT. I have done many courses both in the UK and Australia none of which where as inspirational as yours . I have been on a permanent high and feeling very positive not only about my work but about myself. So thanks again, I look forward to the next course on the 30 th 31 st July. Kind Regards	Tanya Marshall Foster, Hilfort Plastics Key Account Strategist

A great course experience. I learnt a lot and enjoyed every minute. I know I will use all the info in my business. The knowledge gained including all the notes has taught me about my personality type, & how to approach a customer with a positive self-esteem.	Bronwyn Ansell, Precision Plastics,
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Promotional Strategy, 3-days,	Learners
10/10, Perfect, and very relevant to todays changing world.	Prince Tshabalala, Lesotho Electricity Company
9/10, Good presentations skills and always gave practical examples, Ian knows the subject.	Millecent Mkuchane, Ekurhuleni Municipality
10/10, Fantastic, using relevant and recent examples of companies I could relate to.	Shaun Lovett, Wings Corporate Travel
Most definitely will be able to implement knowledge. Programme was well thought out and presented in an excellent manner. Group participation contributed to the overall effectiveness. Even more group work would have been better. Ian is well versed, very intelligent, and provided a lot of feedback. Got me thinking and inspired! Excellent programme; well done.	Janice Jonathan Assistant Director, National Pavilions, DTI
Practical and applicable. We will change a lot to suit our promotional strategy now. In about 10 months time it would make sense to scrutinise the 8P mix again. Ian was excellent. This course should be done every year.	Reginald Pholo
Yes, this knowledge will help me in my current job when placing adverts. Ian's knowledge and facilitation skills are excellent.	Victor Makele,
Helped especially with targeting foreign exhibitions and the preparation of adverts. Ian showed a very high level of practical application and experience.	Jacobus Janse v Rensburg
The course was practical and can be applied. Learnt a lot in 3-days. Ian's course content & knowledge is excellent. Ian also keeps us awake all the time! Good presenter. We should use Ian often on our Marketing Management courses. He is excellent in all aspects of training.	Edwin Moloto
This course has given me another angle to Export Promotion, i.e. the way I will approach promotion and the marketing of SA products. More time would have been nice. Ian is a skilled facilitator and very knowledgeable, gave practical examples. This should be an annual course and be included in our Export Promotion workshops.	Kenneth Malatsi

Principles of Marketing 3- day Programme	Learner
The facilitator shared his expert knowledge professionally. His personality and patience to explain new concepts are extremely reliable.	Leslie Fick Programme Co-ordinator (Director)
He has wealth of knowledge and excellent facilitation skills, training was excellent!	Harold Manamela
<i>It is practical, implementable, simple to execute and inspiring and it has the created AIDA. Excellent!! I have never seen a person like this; well qualified but listens to people who are not as educated as he is and that is the 'click whirr'. He must work with the dti very closely.</i>	Reginald Pholo
<i>He can be recommended to any organisation. He knows his work!</i>	Edwin Moloto
Very knowledgeable; the best facilitator. Gave relevant examples on each topic.	Kenneth Malatsi

Public Talks to SA Exporters (90 mins)	Delegate
I am so glad that I was able to sit in on your session. Very interesting, and, not surprisingly, I learnt facts as well as technique! Thanks Ian. You had lovely touches of humour - men do humour so much better than women, I feel.	Ann Moore Int Tade Development & Training,

I would like to tell you that you were a STAR at the DTI workshop. I enjoyed your talk so much! It was exceptionally interesting; and the way you presented was impressive! Can't wait to hear you again. Business Manager, Essel Cosmetics	Dr Luda Grobler, Essel Cosmetics,
Recently I attended one of Ian Rheeder's lectures and found him excellent, innovative and original in many ways. Therefore I decided to send this email to you in case you are looking for a high-calibre marketing guy, who knows his subject thoroughly and who is dynamic, motivational and novel in his approach.	Paul van der Hoorn, Sirkel Trading

45 mins, Segmentation, Targeting & Positioning (STP), Hyatt Hotel	Delegate
Ian Rheeder - 2 nd best speaker vs. 18 other speakers Exciting, practical, great content, engaging presentation , excellent Delivery." "Easy to understand, very active (good personality) and professional." "Fantastic! Well spoken. Eye opener!! Learnt a lot."	Sasha Imerman, Marcus Evans

2-days, Segmentation, Targeting & Positioning	Delegate
It was a pleasure meeting you and I would also like to once again thank you for your excellent presentation . It was good to get a broader perspective on sales and marketing issues.	Fred Jordaan, Washington DC

3-hrs, Understanding Personality Styles for Profit	Delegate
Firstly thanks very much for the lecture on Tuesday evening, it was brilliant . I would like to be added to your "Weekly Marketing Tip" please.	Rob Brewer, Sandown Motors,
I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference. (Feb 2009)	Nedbank, Corp Card Services

3 Hrs, Life Coaching	Delegate
Compared to other facilitators Ian exceeded our expectations viv-a-vis knowledge & presentation skills. We will consider using him again.	Christel Venter, Director, Simunye
Thank you very much for the informative training session you gave to the Tyson Properties team. My agents are very positive and all fired up after the conference.	Cecily Deetlifs, Tyson
Hi Ian, I just wanted to drop you a line to say a BIG thank you for the Training last week in CT. I have done many courses both in the UK and Australia none of which where as inspirational as yours. I have been on a permanent high and feeling very positive not only about my work but about myself. So thanks again, I look forward to the next course on the 30 th 31 st July. Kind Regards	Tanya Marshall Foster, Hilfort Plastics Key Account Strategist

Customised Training	Delegate
Mr Rheeder has shown great commitment, enthusiasm and professionalism while training and has since been in great demand throughout industry . He relates well to his audience, gets the audience to interact during his training and also provides information to his clients on an ongoing basis. His subjects are well researched and he shows great in-depth knowledge of these topics, which he presents with great confidence. Mr Rheeder has also been requested to undertake training in all SA provinces and in the USA on Export Promotion for the dti , and has also been extended an invitation by the Department of Foreign Affairs to participate in the Capacity Building training.	Allison Christian Deputy Director: Dti Services Tel: 012 394 1021 Fax: 012 394 2021 allisonc@thedti.gov.za

2-Days, Managing a Marketing Campaign	Delegate
I will be able to manage my campaigns more effectively by using charts, deadlines, & assigning responsibilities. Most importantly, I'll be able to determine the ROI/ROCI. Ian has extensive knowledge – if he had been my lecturer at varsity, I would have passed marketing & communications with an A+.	Tshepang Rahlau, FNB
(Presentation 10/10), Years of experience & knowledge shared with us! (Knowledge 10/10), Brilliant. (Learnt something valuable? 10/10), Absolutely, this was a great course & will utilize info daily!	Sharon de Leur Montecasino
This was a well-developed programme, adapted to suit all industries. Ian was	Loretta Katergarakis,

excellent – professional, fun & experienced. Time and money well spent (and I've done a lot of courses).	ABSA
The programme was holistic, Ian's advice was cross-functional – loads of experience. The presentation was very interactive, professional & extremely organised. Very refreshing, engaging & promoted “thinking”. Course material was easy to read, straight to the point & relevant.	Tulze Nokthula, SA Tourism.
Excellent – stupendous!	Mvusi Sicwetsha, Eastern Cape Aids Council - NDR
(Presentation 10/10), Interactive, practical & relevant to my area of work. (Knowledge 10/10), A lot of industry insights.	Monebang Mopeli Cell C

2-Days, Sponsorship Management	Delegate
This will help me with current sponsorship deals. Ian was knowledgeable & understands his product. Excellent presentation and engages with us easily.	Moriti, SABC
IMC was the best art of it and I will definitely be able to apply it; as well as the 4Rs. Ian has a vast knowledge. Excellent presentation skills, very clear & specific. Ian facilitated fantastically so the group shared with each other.	Manuela, Std Bank
Ian was excellent – very well read & knowledgeable. Passionate about marketing. Very good balance between copy & diagrams.	Ilonka de Magalhaes, Holcim Cement
Gave me a more in depth vision into sponsorship. I was motivated working with someone who has a passion for sharing knowledge.	Wannita Davis, Standard Bank
Ian was excellent. Great notes & link to the presentation.	Michael van Hille. Advtech
Course highlighted how important IMC as a whole is to sponsorship. Ian was amazing...I discovered how human psychology is critical. Ian is very interactive.	Richard Naledi, Cell-C
9/10, The course was very enlightening and appropriate.	BEDIA, Botswana

2-Days, Negotiation Skills	Delegate
Apply the knowledge: Yes, I work with objections constantly across all the personality styles. Improve the programme? No, I was very satisfied with it.	Candice Hermann, RS Components
Yes will definitely be able to implement, I will handle customer's objections more effectively.	Precious Wales, Highveld Steel
Definitely will be able to implement the knowledge. Learnt a lot of good negotiating skills that I can apply to my day-to-day job. I can see Ian has many more good tips if it was 3-days. He was excellent. Excellent method of teaching.	Julius Leibrand, RS Components
5/5 Thank you so much for a very interesting course. I will definitely reap the benefits in future. The course was well-presented, light and informal. I personally think that the facilitator / presenter has everything to do with it – dynamic and with a great sense of humour. Well done!!!	Belinda Cronje <i>Recoveries Analyst, FNB</i>

90 min, Ethically Marketing Your Medical Practice	Delegate
I was at your marketing workshop last Friday. Sponsored by Bayer. I firstly wanted to say a huge thank you for all the very relevant advice and tips you gave us. It was like a breath of fresh air listening to you!!	Heather Pieterse, Professional Nurse

Impromptu Reference – Sales Management Programmes	Delegate
Hi Ian, I just wanted to send you a quick note to thank you for all your assistance and guidance. I am currently negotiating my package for National Sales & Marketing Manager! Your ideas and principles have really made an impression on me and I have implemented most of your teachings during my business day. This has been hugely beneficial to me as I am the first person, in the history of our company, to have two promotions in the first six months that I've been with this company. (Sales Executive to Regional Sales Manager to National Sales & Marketing Manager). I am eternally grateful and would gladly be a reference for your company.	Deon Jordaan, National Manager Sales & Marketing 082 370 5270

7-Deadliest Marketing Sins (60-Minute talk to 100 exporters)	Delegate
Your talk was EXCELLENT - LIKE THE CHERRY ON THE TOP OF THE DESERT! I need you to know that I really enjoyed your talk today – please also put me on your Tip of The Month e-mail.	Annalise Grobler
Dear Ian, Your command of the subject is mind blowing... I am currently studying	Lloyd Makanza

for an MBA and have been to a number of presentations...but yours was a knock out. Best Regards, Lloyd Makanza	
Thanks again for the best talk at the 2-day DTI seminar. Your talk was brilliant and kept us laughing the rest of the afternoon. I do wish we had more speakers of your caliber in South Africa. Regards, Naveen Reddy,	Mr. N Reddy
10/10 Absolutely brilliant. Made is very relevant for us. Well done.	Ron Young

2 - 3 days Key Accounts Management (KAMsa)	Learner
10/10 Top scores for Ian's knowledge, facilitation & presentation skills.	Ruth Hulatt, National Sales Manager, Sun International
10/10. In depth knowledge on the subject matter. Years of experience coming into practice.	Johannes Dlamini, Capacity Outsourcing
10/10. Ian's knowledge was excellent, he has had many Clients. Very relevant.	Morne Swanepoel, National Brands
10/10. Excellent interactions, well prepared, attention to detail. Knowledge was outstanding.	Wilna van Dyk, AVI
9/10. Was great to meet someone who is so eager to share knowledge.	Medelein Boshoff, Acorn Products
9/10. Ian spoke eloquently & was concise. Insightful & relevant. Practical tools.	Tina Magondo, Media 24
10/10. He definitely knows what he's talking about. There are many points that I will be implementing.	Marieta v Jaarsvelt, M-Tec
10/10. Ability to keep the delegates engrossed & involved through interaction. Able to answer & elaborate on questions. Info was key & relevant to adding value to my KAs.	Josephine Orac, Titan IT
10/10. Ian is dynamic & self-assured. He is also generous with his knowledge. He's like an encyclopaedia! Will definitely be able to implement the knowledge.	Nova Olivier, iNova Pharmaceuticals
9/10. Ian was well prepared and able to answer questions. He brought in issues from many industries. Can apply in the workplace.	George Hove, Murray & Roberts
10/10. Very entertaining & held my attention. Ian knows his stuff.	Tracey Schmidt, Sun International
10/10, Ian has hands on experience and this adds real value. Simple, practical, relevant & workable.	Glenn McGinn Fedics, Senior Account Manager
10/10. Excellent interactions , well prepared, attention to detail. Knowledge was outstanding.	Wilna van Dyk, AVI

Business Research Methods	Delegate
10/10 Excellent facilitator. Excellent course.	Rory M
10/10 Practical info offered by facilitator. Extremely useful & valuable.	Vukani M
10/10 Very beneficial course. Passionate lecturer. Ian is very clear on the subject.	Conwell M
I have learnt more in five days than in my entire life.	Tralone Khoza

Downturn-Exploiting Strategies (60 mins), Aug 2008	Delegate
Thanks again for a great presentation on Monday – our clients were really able to take a lot away. We have been bombarded with request for your presentation.	Nina le Roux-Marais GM: Kérastase, L'Oreal South Africa,

Key Note - Personality Styles & Body Language for Profit	Learner
I have just completed my conference feedback list and of the 90 forms received 86 said they absolutely loved your session at the conference. (Feb 2009)	Nedbank, Corp Card Services