

Client Testimonials



“David shared with us his passion for communication and explained how the power of storytelling and sticky ideas capture the attention of the customer, and how to combine this into a winning presentation. His insightful contribution to our annual staff meeting was very much appreciated!” *December, 2009*

Jurriaen Sleijster
Executive Vice President, MCI Group

“David worked with the Executive Team and myself to create an extremely successful and productive annual Employee Conference. Subsequent feedback from staff confirmed that it was the most valuable and enjoyable such conference that most staff had attended. David started his engagement with us by spending 1:1 time with me and each member of the Executive Team to understand our business, our challenges and our company’s business objectives, but also to understand the views, issues and desired outcomes for each member of the Executive Team. He then brought all this together in a way that was insightful, relevant and compelling. David delivered his findings in the form of a highly visual keynote address and then facilitated a series of breakout sessions that produced an avalanche of simple, creative and actionable ideas.

I was particularly impressed by David’s ability to quickly become one of the team and by his ability to provide his constructive influence from the sidelines. He left me, my team and the entire organisation with memorable concepts and actionable ideas that – just a few weeks after the conference - are already helping us to better serve our members.”

August, 2009

Ian Silk
Chief Executive, AustralianSuper Pty. Ltd.

“David and I worked in close collaboration to deliver a company wide Sales Excellence Program under a very tight deadline. He was quick to understand the complexity of the challenge and was instrumental in helping us create a Program that was embraced by multiple country operations. David brought his energy, ideas and structure to the Program resulting in immediate and universal support from the field. He is inspiring, has a unique ability to connect with people and tap into their emotional drivers, works smart and fast as hell, and knows how to think outside the box to get around little and big road blocks. It was a great experience and I learnt a lot working together with David and would welcome the chance to get to work with him again on a next joint project.” Top qualities: Great Results, High Integrity, Creative. *August, 2009*

Marc Imhoff
Retail Channel Senior Manager, Group Sales & Customer Experience, Orange Group

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“David has been working with my organization in numerous consultancy engagements for Microsoft as well as for our partners. Partner feedback has been consistently great as they appreciate David's experience and style of facilitation to generate valuable results. David has also consulted my organization directly and I have been extremely pleased with the results. David works extremely professional, trustworthy and I appreciate his high level of integrity.” Top qualities: Great Results, Personable, High Integrity . *June , 2009*

Michael Korbacher

Director Web and Application Hosting EMEA, Microsoft Corporation

“The feedback that I received from my Regional Sales Managers who participated in the program and program attendees was extremely positive. David was able to bring to life key learning points through his field sales experience and transform them into participant “*Take Aways*”. People were inspired and motivated to try new ideas and to use new tools and techniques to take their success in sales to the next level.”

Lee Wood

Vice President, EMEA Sales, Dow Jones

“David did a great job for us at our Sales Kick-Off Conference this year. He created great rapport with our diverse group and engaged them totally from start to finish of his keynote speech. He shared powerful sales ideas based of his extensive experience in the field and this is what the sales team really valued and found the most inspiring.”

Lionel Reina

Vice President EEMEA, Orange Business Services

“David has a unique blend of humor and teaching that he skillfully brought to our Sales & Marketing Conference again this year. He understands how to work with large International groups and he helped the Executive Leadership Team to fine tune and to perfect their message for the sales audience.”

Yassine Brahim

CEO, GL Trade

“I've known David for the last 9 years and worked with him in two companies (so far), participated in his workshops (you never just listen!), been animated by his conferences and learned a lot from him about connecting with people. David's willingness to share and communicate, his positive attitude, hard work, professionalism, instinct and enthusiasm are all great assets.” *July , 2009*

Rob Steggles

Marketing Director Europe, NTT Europe Online

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“David Ednie is a truly inspirational speaker, a superb facilitator of workshops and seminars as well as possessing a wide breadth of industry knowledge. I would recommend him and his organisation to anyone.” June, 2009

Paul Doherty

Sales & Marketing Manager, 7 Global

“Great job David... + had a lot of good feed back too! Thank you. Sell what's on the truck! Good take away among others.”

Thibault de Clisson

Vice President and Managing Director EMEA, Datastream Inc

“Thank you David. It was great working with you and I think the event worked out extremely well. Based on the attendee feedback, this was by far our most successful Sales & Marketing Kick-Off ever. I hope we will be able to work together again in the future.”

Karoline RAETS

Director of Corporate Communications & Events, GL Trade