



Harley-Davidson United Kingdom.

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Jeff Smith
Insight Training and Development Ltd
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Dear Jeff

I write to express my sincere thanks for delivering your fantastic development programme to Harley-Davidson UK and its Dealer Principals.

As ever, the delegates ranged from the open minded to the "veterans" who have seen and done it all before. However, the feedback from every single delegate – both internally within Harley-Davidson and from our dealer delegates – was incredibly positive. I am certain that your programme will result in a change in the way we all think about how a business operates and allow us all to focus on the main priorities to change things for the better.

It was a breath of fresh air to experience the way in which your programme is delivered. It never felt like a training course; instead we all seemed to find the answers to complex puzzles from within ourselves. Your insistence on returning to difficult questions until it was burnt into our minds was both frightening and hugely rewarding. One of my colleagues now dreams about Current ratio! Our course notes, together with the magnificent KPI Book will stand us all in good stead – particularly in the current economic environment.

It is particularly impressive that you have happily taken calls, answered emails and given advice to any previous delegate even though their programme has now finished. I have benefited personally from your help and remain a true supporter of Insight and Jeff Smith.

I would recommend your development programme without a single reservation to any automotive company that is looking to improve any aspect of its business. I cannot see anybody ever claiming under the terms of your money back guarantee.

Keep up the great work

Yours sincerely

A handwritten signature in cursive script that reads "David Macpherson".

David Macpherson
District Manager, Northern UK and Ireland.