

The Phnom Penh Post

Date: 10th May 2018

Re: Sales Development

Dear Todd,

A quick note to let you know how impressed we were with the delivery and outcomes from the Sales Development course you hosted over the last four-months.

When I inherited the PPP Commercial Department in late 2017 there was a massive disconnect between my expectations of a sales team and the capability of the Commercial Department however over a period of four months, we were able to close that gap quite substantially. This was due in no small part to the coaching and development Ripple provided to the team over a series of 4 half day sessions.

To me one of the core competencies of Ripple is your ability to listen to what the customer wants to achieve, in my case particular behavioural changes, then add the “Ripple effect”, check back with the customer on the program design and ultimately deliver a program that’s custom designed, not just “one size fits all” – a real point of difference.

Although the change of ownership at the PPP may impact our plans for future follow up, I can categorically say that the four, half day, development sessions (and the homework) has definitely improved the confidence, capability and performance of the PPP sales team – thank you.

I would be very happy for you to use my name if any of your potential customers want the opinion of a previous customer.

Best regards and thanks,



Ross MacDonald
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