



26 August 2026

Dear David,

I wanted to take a moment to thank you for the **5 Pillars of Selling** workshop you ran for the Fly community.

What I particularly appreciated was the way you approached the subject. Sales can feel uncomfortable for coaches because we are often selling ourselves, our expertise and the work we care deeply about. You acknowledged that rather than glossing over it, and created space for people to talk openly about the parts of selling they find difficult.

You also managed to make the subject feel much simpler. The Five Pillars gave everyone a practical framework to work with, but what stood out to me was the thinking behind it. Prospecting, discovery and positioning became much easier to understand when you connected them back to the person sitting in front of you and the problem they actually need to solve.

I really valued the honesty and openness you brought to the room. You shared your experience without making people feel they had to become a particular type of salesperson. Instead, you gave them some solid principles and let them think about how those could work for them.

That felt very aligned with what we are trying to create inside Fly: a space where coaches can learn from people with experience, ask the questions they might otherwise keep to themselves, and leave with something they can actually use.

Thank you for giving your time, sharing your knowledge and, most importantly, for the way you showed up for the community.

A handwritten signature in black ink, reading 'Serena Dodd'. The signature is fluid and cursive, with the first name 'Serena' being more prominent than the last name 'Dodd'.

Serena Dodd
Founder, Fly: The Coaches Network