

Name	Most Important Idea	How will this help you?	In what other ways did you gain clarity and focus?	In what area would you like to personally improve?	Rating	Please explain
Jody Adamek	Open-ended questions only? You need to ask about task	Get correct info from customer, don't have to guess, just let it roll on the way Tell you about their pains	Off the cuff suggestion always stick in my mind	Cold calling – Not stereotyping	VG	Open mind to new ideas of selling correct What must be ask Is that correct Do you have any Questions
Oscar Aguirre	How to listen and the importance of the information gained from it	It will help me all around in my life as well will increase my sales at my job – Thank you	On closing Open-ended questions	Listening, closing and learning to read people	VG	Very informative. Kept my attention al through the 2 days. Great Job! Thanks
Lee Chenoweth	Asking for the sale	Asking for the sale will help me know if I have more work to do or not	Listening, Buying Motives	I just need lots of practice on the Track Selling System	EX	Jason, I thought you did a great job with a tough group of guys. Your examples and Power Point were very good. All the statistics were great. Thanks again for your help
Scott Chenoweth	Listen more, I have a tendency to talk a lot during the sales call	Understanding our customers needs better. This will also help me with my wife, children and employees	I like the use of a sales plan. We need to slow down and plan what our objective is with each call. I am ____ of winging it I should be more effective in all areas	Time management, coaching employees and family members	EX	Thought provoking. We can use. I think our group enjoyed the training and most were engaged and positive about the time spent. I have no doubt that we will become better sales professionals
David Cunningham	Sales is a specific process that works when executed properly	Practice and perfect processes are necessary. Form good habits and eliminate bad ones	The pyramid of success is specific. Each level must be solid and strong. I need to work to have energy, good attitude, associate with successful people and have a plan	Listen better, more precisely	EX	This is a good two days of time well spent
Blake Felton	Listening allows you to control the conversation	Become a better manager, husband, and father. Listening will help the people in my life feel more important	Selling can be a process – is a process	Discipline to plan and utilize the tools learned in this workshop	EX	Educational, and fun. A true tool and system that I am 100% confident will benefit the participants and our company
Mark Hammett	Sell to customer's emotions not to logical reasons	I was always too focused on what the logic meant to me. I am convinced emotionally but I need to listen to other peoples emotional reasons	Qualify – features/benefits + reaction question. Open-ended questions helps me sell to their emotions	Perfect Practice to produce better results	EX	Jason provided a good give/take feedback. He made sure to get everyone's involvement, viewpoint and technique
Chris Henson	A proven sales process that works	It will help me to stay focused, organized, ask the right questions, and successfully close more sales		Approach and Qualification	EX	Until these last two days, I did not have a systematic selling process. Now I have one, I truly believe works.
Chris Hernandez	To be a good listener and be in control	It will help me to be focused at that moment. "Wherever you are, be there."	In the area of "fill the Need." Learned how to state features, benefits and produce good reaction questions to help identify the customer needs	In all areas, I feel I can produce more "undeveloped potential."	EX	This sales training was very beneficial to me and those technique will assist me in doing a better job TWSCO
Grant Peltier	Agreement on need is essential if you are to be successful in getting the sale	Listening to people will give you a better understanding of what it is they want	I need to be more visual. I need to ask better questions. I need to be more prepared	Time management. Listening	VG	I would give it an excellent, but I have not applied the information yet. Sometimes the class was too stiff

Name	Most Important Idea	How will this help you?	In what other ways did you gain clarity and focus?	In what area would you like to personally improve?	Rating	Please explain
Mike Madden	Asking the right questions and listening in Approach and Qualification and confirming in the Agreement on Need makes easy the process to Act of Commitment and Cementing the Sale	The right questions and listening to the answers will help me to understand the specific and emotional needs of the prospect or individual. And provide comfort and confidence that I understand and care	Integrity Judgment	Asking the right questions and listening	EX	My attention to the content and presenter never faded and provide a desire to improve my skills and life
Robert Miller	Learning to ask questions that allow the customer to give us information we need to complete the selling process	It will teach me to listen so that I know the other persons needs and or pains	Listen, process selling, asking questions, closing the sale	Closing the agreement	VG	
Wes Morris						
Bruce Shoemaker	Learn to completely listen to customers needs	Will show respect to others that you are paying attention and care about what they are talking about	Practice – practice – practice	Agreement On Need – Closing the Sale	VG	Seemed too rushed some of the time. (Not your fault) 3 days into 2. Enjoyed and will look forward to trying these new steps
David Sullins	Ask the right question during Approach and Qualification	Arrive at an accurate Agreement On Need	I have never used a sales plan. I believe it will remove the guesswork and create a process I can develop over time	Be able to ask feeling finding questions naturally	EX	
Scott Thomas	Listen, listen, listen	Because I will be quiet and listen so I can learn	I know I was all over the map. Now I have a track to follow	Listen to customers needs and be more relaxed because I feel more confident	EX	I have never been through sales training. It opened my eyes and showed me a path to follow
Trey Tobola	Being able to really apply the process learned into real world applications	I will do a lot more listening in every aspect of my job and life to really learn what someone feels by what they say	I feel with practice and planning I will have a clearer path to success for my career	I would like to be more comfortable in situations. An easier disposition	EX	This workshop was the best tool I've ever been given to increase my performance in work and personal life!