

Track Selling System™ Workshop
February 10 – 11, 2010 USA

Title	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
Account Manager	Asking open-ended questions	Tremendously – I find myself wanting to talk too much and not listen (work & home)	Learning to be prepared prior to going into a sales call	Fact-finding / closing the sale	EX	I thought the class was very beneficial in teaching all aspects in the sales process
Account Manager	The knowledge and importance of following the 7 steps to a sale	It will help me to prepare and make better sales calls	Listen, open questions, ask for sale, be prepared for objection and address and ask for sale a second time	Listening and asking for sale	EX	Jason does an excellent job at keeping your attention and explaining things
Account Manager	The steps to the procedures. Follow them. I'm in the PEOPLE BUSINESS!!!	It will help me generate more opportunities. Manage the sales process more effectively and close more business	People Business; Be Likeable; Follow the steps; Keep It Simple	Asking more open-ended questions	EX	I loved it. – The timing for me personally / professionally was perfect! I'm really glad I took the course!
Account Manager	People buy for emotional reasons	By focusing on the individual needs by listening, they will begin to trust me	The preparation aspect is very good approach and qualification being most important parts. Finally the need to show appreciation	Listening skills	EX	I enjoyed the workshop very much. More importantly I learned an awful lot about myself in both professional and personal communications
Account Manager	Sales becomes a problem when you don't use a process	The process will help me be prepared for my customer and closing will become easier. This will have a positive impact on my life (\$\$)	Learned that listening is the only way to control the conversation. Also, I am in the people business and not the sales business. ACT NOT REACT!	Making the sales process (Track Selling) a habit	EX	Jason was very well prepared and patient with all of us. He made me believe he cared about developing our undeveloped sales potential That would be a very good ROI for Airgas

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Account Manager	Seeing how the 7 step sales process when followed, gets to the commitment process for the customer and cements the sale	It will give me a more scripted and directed sales process	Be a better listener, ask open-ended questions and stay on course	Time Management	EX	I would recommend & will recommend the program to customers
Account Manager	Identifying that every customer buys for emotional reasons	Keeping the focus on listening and how these thoughts will build into the sale	As I listen to our customers, I'll be able to focus on which desire/emotion is driving the decisions	Perfect Practice makes better in my book	EX	
Account Manager	Listening more!! & using open-ended questions	Show I care about customers & family/friends	-How to qualify -find an Agreement of need	Closing	EX	Solid- Very Straight Forward - Easy to apply to my daily sales routine - gives me directions and organization
Account Manager	The workshop reinforces the importance of being prepared going into the sales call	Workshops like this are great in improving our listening and communication skills	It's nice how having and knowing the info in Track Selling -Qualification -open-ended questions -The Act of Commitment/closing techniques	My initial objective was to get better in the qualification step. I'm very conscious about using open-ended questions	VG	I think you would covered these steps in more detail if we had more time: 1) Techniques for how to handle an indifferent customer 2) Building the value in the feature-benefit 3) Resolving customer issues Overall, a very useful and valuable class. I look forward to using the techniques and process Thanks.

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Account Manager	Perfect Practice Makes Perfect	I feel I can be more complete when presenting a product or idea to someone	-I don't ask enough questions -Need to listen more -Ask open-ended questions and reflective questions	I would like to put the 7 steps together more thoroughly	VG	I realized I was not putting together from start to finish. Now I know about the 7 steps
Account Manager	How to ask open-ended questions – specifically being told to use: Who, what, when, where, why and how.	It will get me prospect and customers talking. So I can find their needs when they find I can meet their need, I win!	Ask for the sale. People buy for emotional reasons, their reasons for buying	Closing – finding out more about heir needs before I assume. -Listening	VG	A lot of these things happen naturally during a call but to be able to fine tune and organize a bit better will hopefully help.
Account Manager	Selling is not telling, it's listening	Overall I hope it will help me become a better communicator, more successful and generally happier person.	Process, the sequence of questions, better insight into Airgas, seeing sales people have similar problems, but different solutions	My attitude sometimes I can get down on myself when things don't go right.	EX	The process, little tactics and thought processes of buyers were particularly enlightening. -I would have liked a little more focus on confidence building measures.
Account Manager	Open-ended questions & process (7 steps)	Learning to listen more and allow your customers to tell you how to help solve their problems and needs. I was always frustrated because I want this info couldn't get it.	More listening Recapping yours and customer's understanding thru the Agreement On Need	An example of a complete 7 step sale from start to finish laid out easy to read for reference.	VG	
Account Manager	Have a well structured plan for making a sales call	It will provide structure for things I may want in life	Knowing the steps to a sale & the importance of following them	Better be able to show I genuinely care	EX	

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Account Manager	Perfect Practice Makes Perfect & Act Not React	Act Not React – Just move on a act when something is brought up. Perfect Practice – I can use this with my sales calls and plan the sales call.	As clarity it is important to remember that the majority of the sales success comes from Approach & Qualification. Be prepared & stay focused on the sale	To follow all of the Track Selling steps & to be prepared for every sales call	EX	Jason is very clear about his objective. He explained every step of the track selling very clearly including using examples. Thank You!
Account Manager	The importance of asking open-ended questions and listening to the prospect	I will be able to make prospects/customers more comfortable by letting them talk during meeting. I will acquire more information because I will be able to control the conversation by listening	Have an objective for every call – ask for the sale By making sales a procedure it will not be a problem	I need to improve the quality of the questions I ask	VG	This is a good procedure that brings together a lot of the things that I do now and makes them more powerful
Account Manager	Listening & questioning to control conversation	Better understand others I deal with by questioning and listening to them	-Ask for the commitment -FBR statements -The flow of the sale	-Selling the company -Asking for the sale -Qualification	EX	Very informative with new ideas. This will help keep me focused
Account Manager	How the process helps you set your plan	This will help me set plans for each one of my customers	Sales is a people business. People by for emotional reasons	Asking open-ended questions and being better prepared for appointment	EX	It gives you a simple method to know where you are in the sales cycle. It also keeps you on track