

**Track Selling System™ Workshop
Madison Wisconsin December 2-3, 2009**

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
Sr. Manager, Training & Development	It underscores the importance of preparation to achieving professional status	Structure improves efficiency & effectiveness	Reminded of the importance to listen	Questioning Skills	EX - Presentation VG-Content	Jason's expertise is the differentiator. Content is a good example of a complete – yet simple selling process
Strategic Accounts Manager	A better understanding of my strengths and weaknesses in the selling process	It will allow me to focus on specific areas of improvement	Take-a-ways: -The answers are in the room; -Questions are more powerful than statements; -Have the humility to prepare	-Listening skills (slow down), -Feeling-finding questions (use them more often)	VG	Very good addition to my sales skill set! Provides another view of the sales process and method.
Sales Manager	It is your people knowledge that makes your product/technical knowledge pay off	-Pay more attention to each personal encounter -Try to leave positive impressions	-Selling is a procedure -Statistics on how information is conveyed and processed	A professional salesperson has formed the habit of doing the things necessary even though they may be things he or she dislikes doing. Take the tough tasks	EX	Makes me think how to incorporate 'methodology' into training and mentoring for 13 salespeople
Regional Vice President	Sales plan, -Following the steps, --Listening not talking. Very important -Ask open-ended questions!!	-Better planning, -Listening skills -Asking questions to get people to talk. -Works outside of a real sales call	-Listening...Not talking -Building a sales plan, even for meetings/calls that are inter-company	Listening!	EX	-Great information packed into 2 days!! -I learned and gained reinforcement in many areas. -Really want my entire team to go through

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Sales Manager	Sales is a procedure, when you make it a procedure it is more successful	The procedure will make it easier to track Account Managers	Importance of asking the right questions and listening	Become a better listener	VG	There were certain parts I had a hard time following, but overall it was excellent!
Sales Manager	We are in the People business. EQ is vital to sales effectiveness	Represents a paradigm to adopt and guide our total approach to customers	-Great insight into the 5 Buying Decisions (moments of truth) -Provides an excellent roadmap for the call and overall account strategy	Discipline to not jump into delivery features and benefits as needs are uncovered	EX	Simple, logical, concise. Great presentation and explanation by Jason.
Division Vice President	The skill of listening & how to apply it, at work and home	Ensure understanding vs. anticipating the response	-Methodology -Gaining Commitment -Planning	Listening, ensuring a good understanding of the need of my external & internal customers	EX	Very well presented. Repetition of Key elements helps ensure retention -Enthusiastic -Kept it on track
Account Manager	Questions are more powerful than statements	New & Effective Communication Tool	Clarity of Fill the Need Emotional Questions [Feeling-finding]	Professionally – This might be my area I enjoy most. Changing lives as I did as an instructor & educator	EX	-Thought provoking -Eye opening -New to me
Vice President, Specialty Gases	The Track System	Help me and my specialists sell more incrementally	Open ended questions The buying motives How much time is spent on qualification (75%)	More open-ended feeling questions	VG	Would like to see Jason do the complete role-play using our product