

CHART D&S Track Selling System™ & Sales Navigator Workshop March 2006

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
Jeff Anthony	Listen to the customer	Allow me to ask qualifying questions to truly listen and find out how my product will benefit my prospect	I was able to "map" out everything to turn it into a process instead of improvising	Cold calling/Approach	VG	The Track dialog forces me to use theory learned in actual practiced of sales. Role-playing is an uncomfortable for most and it is great to attach weaknesses directly.
Jim Avers	Ask questions and listen. You control the conversation when they are talking	I will be able to sell what the customer wants, not what I want the customer to buy	The Sales Navigator outlines so many key points. Reading over that refreshes my memory about key selling points.	I would like to develop better relationships with my customers by asking more open-ended questions, therefore getting to know the customer better.	EX	Jason did a great job. He kept everybody's attention throughout the training and taught everybody very valuable skills.
Carl Bivins	Listening to my customers	This idea will give me a better understanding of the need and will allow me to obtain useful info form my "sale"	My favorite, KISS method when leaving voice mail slow down when giving call back number (as if I were writing it down) slow down, be more methodical	Listening becoming more familiar with the TSS and utilizing the advantages to make "the close" smoother!	EX	Very educational. Good system for larger clients. Not a rah-rah cheer leading, put your finger in a light socket" approach. Very thought provoking way! Good Job, Thanks.
Mace Brown	A salesperson sells only to be of service	By projecting an image of a company that will be a partner, rather than simply a vendor, we will continue to differentiate from the commodity-driven competition	1) Process 2) Listening 3) Navigator 4) Be there 5) Service	Become a better sales trainer / coach	VG	Very, very good! My only critique (or request) would be to include more printed copies of key slides within the workshop booklet
Alex Butler	Listening to the customer and how to use open-ended questions	Listening will allow to hear what the customer actually wants and open-ended questions help the customer see the benefits of the product	Just to put these tools to use so that I can close more sales and have a shorter sales cycle	Listening & closing in a quicker manner	EX	Jason did a wonderful job of including us and explaining how to put these practices to use in our daily lives
Don Cox	Listen to your customer, how to properly make and close the sale by listening	This will enable me to be a better closer, plus give me more confidence to go after other target markets	-communicating – Listening attentively – Not overselling	FUD – Eliminate this. Improved sales communication skills - Improved overall sales/customer relations skills	EX	Well-presented – eye-opening – very thought provoking. Not Practice makes perfect, but perfect practice makes perfect. Strive for perfection!!!
Pete Crews	If you are there be there	It will help me prepare		Better communication	VG	I do not do enough preparation before going to see a customer. This helped stress the importance of preparing before you get in front of a customer
Sylvester Deimler	Using open-ended questions	It will help gain insight into the customers needs and desires	Remembering to listen rather than talking. Handling objections before closing	I would like to get better at using open-ended questions and then listen	EX	Very thorough, clear info, "Great presentation"

CHART D&S Track Selling System™ & Sales Navigator Workshop March 2006

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
Ken Denning	Listening to the customer instead of trying to sell the customer	By focusing on the method of the "sale" I think the process will help me become a better manager & salesperson	I think of all the examples I have learned in this session will not only help my sales career but by applying them in life will help make me a better person in general	Spatial Thinking	EX	
Russell Dillard	Sales Navigator	Give specific direction to sales calls		Asking Questions and listening to the customer	EX	You are a great communicator. It is very easy to comprehend a lot of info in a short period of time
Earl Goracke	How to break down the sale in steps, or prepare for the sale (Track System)	This will help me be a better sales person, to prepare for each sale. The goals will come a little easier, knowing that the Track System will help my sales skills		I would like to improve my sales skills, and develop new and different ways to make the sale	VG	
Jon Greer	Open-ended questions as opposed to close-ended questions	I will be able to receive the same information, as well as engaging the client in a more personal, intimate conversation	Ask open-ended questions and LISTEN!! Don't interrupt, don't finish sentences	Practicing good habits until they become a process in my overall preparation, sales, and post sales activities	EX	Simply put...I should become a more efficient and effective salesman. Jason made the meeting interactive and interesting. The sales methods were clearly delivered and explained
Mike Hall	Listen to the customer	I learned that telling is not selling. Get the customer talking	Sales navigator, steps of sale, closing commitment statement. Types of questions – Get everything covered before the close	Ask for the sale, listen more, ask more questions, make my sale more of a procedure	EX	Very informative and insightful. I have been to other sales trainings. I like the way you explain "why" you are doing this process.
Bill Harris	Sales Navigator tool	Use the navigator to steer the course of questions used in the Track Selling Process	Prepare – listen – ask open-ended questions- closing the sale- voice mail tool – follow-up letter (power words)	Closing the sale, Not succumbing to price pressure, follow the process	VG	
Brian Kint	Sales is a process without the process there is nothing to manage	Set up a system in which the sales people and the company can follow improving communications on how sales are doing or being able to predict sales	Listen – only way to control a conversation is by listening. We are in the people business. Be of Service. Not cost but an investment. Identify value and our USP. Out sell by out peopling the competition	Listen and wherever you are be there.	EX	I really enjoyed the presentation and look forward to implementing the process in my business. Would like to have a complete 3-day handout filled in for my future review and memory refresh
Bill Lundquist	Making selling a process			The process	EX	
Michael Lyons	Having the humility to prepare and the confidence to pull it off	Not to be a know-it-all and wing sales calls. Totally prepare and sell the client thoroughly	The interest getting statements will help tremendously	I would like to develop into more of a management role	EX	
Dominic Maggio	Everything was good. Single gain would have be to listen more to my customer and talk less and to use less closed-ended questions	I think this will help out so much as soon as I can use it all together and in the order it needs to be used	There was a lot of stuff to learn. I need to study more. I thank Chart. The information I received will help a lot.	I need to improve my wording and how I explain things. Compliment more	EX	This was one of the best sales classes I've been to. Jason was a very good trainer. Thanks.

CHART D&S Track Selling System™ & Sales Navigator Workshop March 2006

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
Michael McFerrin	Listen to the prospect	If given the chance the prospect will inform you of everything you need to know to secure his business simply by asking open-ended questions and listening	The session touched on several areas that will help polish the sales process, rapport the importance of developing trust, etc.	Don't prejudge the prospect	VG	This session was extremely educational and was a good refresher of all the details that go into an effective sales process
David Perry	Listen, Open-ended questions	Ask the correct type of questions	I guess the part of selling is a process	Delivery of questions, presentation	VG	At this point, high pressure tanks is really not the item we are selling against, it's the other bulk co2 companies, I would have liked to see more of that kind of role playing
Patrick Minikus	Learned how to draw out of the prospect what his/her true buying motives are	Instead of guessing or assuming what the real motives are, the customer will tell me	The Track Selling System clarifies all the proper steps taken to close the sale	Communication discipline, when to talk and when to listen	EX	Jason has an excellent personality, background, and a collection of life experiences that enable him to be an excellent communicator and teacher
Ryan Neally	That selling needs to be a procedure	I will be better prepared for the calls and will have a list of things already to cover and questions already answered before the call	Listen to customers, ask open-ended questions	Closing deals	EX	Learned a great deal and everything was delivered fresh and very positive
Pat O'Donnell	Listening and asking questions. Focus on the customer	It will help me to eliminate anxiety because this process will lead to more sales.	Customer focus, preparation, ask for the business, take your time. Don't sell price or offer too soon	Being prepared, acting as a true consultant, always be thinking WWIDFM –What will it do for Me? In regards to the customer	VG	
Damien O'Flaherty	You can control a conversation by listening. A person can only have one thought when they are speaking	Hopefully It will allow me to listen to my customers concerns needs and try to develop solutions for them	Price is the end of the cycle #4 A customers needs begin with the salesperson, the company and then the product	Make selling more of a specific process. Move away from doing things instinctively and do less reacting	VG	Would like to have spent more time with the Navigator and less on the basics of selling. More time for specific industry situations.
Andy Pincus	Spend more time listening and less time talking. Use the prospects name early in the call	Listening will let my prospect give me an idea of what feature/benefits to highlight by knowing what is important	Learned new features/benefits that I hadn't previously thought of	Call on more prospects, be more organized (process) in my approach and call	VG	Would like to hear real stories from other participants about what problems (objections) they encountered and what they did to overcome them. Example Cake & Pepsi give away CO2 for free. How do you get someone to pay for something they are getting free now?
Alex Ramirez	To listen to my customers or prospects	To become a better sales person and also personal life and career	Listening focusing on the customers not on the sale and to be able to understand their needs	Product and Sales	EX	My first time at any type of seminar and I learned a lot of new ways to deal w/my daily job.
George Rossi	The only way to know what a person is thinking is when they are talking and we are listening. The way to control a conversation is by listening not talking	Hopefully I'll listen more, ask reflective questions and learn the customer's buying motives.	Wherever you are be there! People buy emotionally not logically. Questions are more powerful than statements – They put you inside a person's head when he answers. Questions give you an opportunity to respond.	Prospecting for new customers would be an area I would like to improve and develop. I do very well with a qualified lead but cold calls etc., I think I could do a lot better with.	VG	I think the content and presentations was very good. Many ideas were refreshed in my memory. Things that I knew at one time but forgot were brought back to light. I also think some new ideas were discussed which I hope to use.

CHART D&S Track Selling System™ & Sales Navigator Workshop March 2006

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
Shea Smethurst	Listen. I really enjoyed the way you set up the close. Keep the prospect involved and talking	___up a delivery process within day to day sales	Focusing on needs of a prospect. Neutralizing a situation by saying "I understand" What will it do for me sums up a lot.	Patience/slowing down a routine that I have become so patterned with a (sales) pitch. Listen and respond.	EX	I enjoyed the course very much. Thank you.
Dean Wilkerson	The art of listening	This "art of listening" will show you care! This will help in all facets of life...sales calls, at the office and at home	Sell oneself 1 st by asking questions and listening. Sell ideas and overall presentation	Better communication and better understanding of others	EX	It gave me a chance to refocus on objectives. Also a chance to meet other in the CO2 business.
Dee Yale	What a salesperson really is. That we are there to be of service not to just sell stuff. How important it is to listen.	It helps me within because I struggle on a day-to-day basis talking with people thinking I'm another salesperson. Now I have the tools to be different.	Learning what to say, when to say it and How to say it	I personally want to be more confident	EX	This program has helped me so much. I now have the information to study and review to keep me going. Thank You So Much!