

LYDALL THERMAL SOLUTIONS MAY 2-4, 2005

Name	Most Important Idea	How will this help you?	Evaluation	Rating	Comments
Lane Purdy	Open-ended questions would ultimately bring a respectable level of control back to selling through listening	I'll be able to connect with and serve my customers better than before. Specifically, it will help focus on service concept delivery	I felt that the course and execution was as well thought out and delivered as could be given time and group characteristics	4	Truly a pleasure
Detlef Wodopia	Learn about the buying decisions.	Now focus on Approach & Qualification. To get more discipline, How to structure sales objectives	To become a professional salesman you need to have the right tools	4	I was positively surprised you Jason explained selling to experienced sales personnel
Richard Loh	Listen	This will give prospect the chance to talk but at the same time you control the conversation. We can apply it in our daily sales activities	The concept is useful in real life sales situations	4	
R. Kurt Wiggins		Improve my customer qualification.	Good System – Covers many of the basic building blocks of the selling process	4	
Mike Francis	This course closely paralleled previous training	It has refreshed my memory of the details of the process I use every day		4	
Terri Danisevich	Plan your work & work your plan	Keep me on track and remind me of my main responsibilities. Again a good reminder of what I am meant to be doing in my daily job as it is easy to get way-laid in this company	This is more or less the way I sell already – but a good review and several new ideas to throw into the mix	4	It was well presented
Peter Brown	Actual phrasing of the close to achieve a NO for yes	It will make it easier for customer to move forward	I have had several training courses, this one recharged my enthusiasm and pointed out several weaknesses	4	Jason was professional, organized, and clear in his lectures. He was engaging and clearly articulated Track Selling

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Bill Hurst	Attitude determines your altitude in life. Positive brings positive results	Always find a way to positive outcome for me and others. Make it infectious for the team. Consistent process applicable for everyone, good practice on a realistic opportunity	Provides a new framework to guide the team to continued growing success	4.5	Well done
Kyle Fenton	Perfect Practice Makes Perfect	Practice. Going back from the unconscious competent to the conscious competent		5	
Robert Tozier	Buying decisions	Improve closing ratios with overseas clients	First professional sales skills training	5	
Rich Young	The actual process with which to work	Lays a foundation with which I can incorporate existing skill sets. Helped me consider several areas in sales I need to improve	A lot of super information presented in an interesting manner,. Sounds funny, but I noticed nobody “nodding off.”	5	
Steve Guay	Listen	Allow me to more accurately determine need. Identified logical steps to lead to the close and manage customer base	As the new guy I probably had the most need for a process	5	
Lutz Matschke	Learn to listen/to communicate/act not react	I will visualize my goal and plans form myself and the people I relate to	In short time Jason went to the program and had time to go into individual problems	5	
Roy Cole II	Listen	Techniques & procedures will help solidify my approach. By giving me steps to follow that come to a logical conclusion	Although I felt it was not for me as a support person, Track Selling will be very beneficial in the future	5	Thank you Jason! It did help! Roy

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Randy Willette	You need to listen to your customer.	Listening will give the person you're with a sense of comfort and relaxation. You are not just trying to make a sale but starting a long-term relationship. Being in Service most of my sales are over the phone, I believe this workshop showed me a better way to communicate with each person and to be aware of their needs.	Not only did this training teach the proper way to communicate with our customers, but it also showed us how to act not react with our co-workers.	5	Great job Jason, I walked into your training class thinking this would be just another sleep festival like many other siesta's I've forced myself through. Only to come away with a new improved outlook on customer relations and personal behavior. Thank you. Randy
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