

**Track Selling System™ Workshop  
Memphis TN October 27 – 28, 2009**

<b>Name</b>	<b>Most Important Idea</b>	<b>How will this help you?</b>	<b>In what other ways did you gain clarity and focus?</b>	<b>In what area would you like to personally improve?</b>	<b>Rating</b>	<b>Please explain</b>
<b>Jack Conner</b>	How important it is that we listen	I will hear key points that my customers and friends are trying to make	Planning helps me think things through. We are in the People Business	Listening Asking the right questions	VG	Gave good and useful tolls for sales
<b>Adrian Jones</b>	You have to ask the correct questions and listen to uncover needs. Also, you have to read between the lines on statements	Better develop the ability to listen	The appropriate steps and what it involved in each	Overall listening in both personal and professional life	EX	It is a very comprehensive format; however it is very simple to incorporate in daily life. It takes practice but there is a great ROI in the process
<b>Joel Scott</b>	By asking open-ended questions and listening you can learn a lot from the person you are speaking to	This will better prepare me for questions a customer may have and how to be able to satisfy their needs	Questions are the most important part of a conversation. Listening to your customers will normally get any questions you have...cleared up.	The Approach/Qualification area	EX	Great learning tools to take into life as well as the sales field
<b>Brandon Smith</b>	You have to listen and understand before you can attempt to sell	I hope to apply these ideas for my personal and business growth	Questions are key, show that you care, always smile, and never get frustrated.	Being a better provider for my family by listening to their needs	VG	It was presented in a very understandable method that I enjoyed! Thank you Jason!
<b>Justin Stroupe</b>	As someone who loves instruction manuals, I value the fact that I have gained a process for making a sale. That is very important to me.	I will become a better listener in both my job & life from this point forward	I feel that I now have the ability to make a better sales presentation. I was unclear about this before.	I would like to become better at finding solutions for prospects to do this I will need to use my new skills to better understand their needs	EX	Very entertaining and successfully held my attention for 2 straight days, which is not easy to do. Congratulations!