

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
Doug Darnell PIC Wisconsin	Process is the key. Preparation/practice of process will lead to "Act Not React"	Process = Success	Questions lead to knowing what is important about what we have/do to the client; Thus know what to sell	Better questions, re-statement of need	EX	
Paul Gillett USI-Midwest	A better understanding of myself and other personality types	To understand prospects/customers and others. Where they are coming from and how to deal with them	Act Not React Focus on the sales process Perfect Practice – Do the basics	Ton not try and complete others thoughts. Listen and then act	EX	KIS-MIF – You did that and therefore the meeting was a success
David Harlock Hylant Group	The importance of asking good questions, listening and making others feel good about themselves	It will help me at work with fellow employees, at prospecting and serving my clients, and at home with my wife and children Reading body language, understanding what is said and needed, forming stronger relationships	Prepare – prepare – prepare Act Don't React Importance of humility Build relationships Ask for sale Follow a process and procedure	Write more business, solidify relationships with clients, "be in the present" with family	EX	It provides a structure/method that I can follow plus adapt to my own style and personality
Lynelle Jackson ProAssurance	A process for creating a sales tool – plan of action – to be used to target new business prospects and importantly when calling on agents	The sales plan with process focuses on listening – stepping back to actually gather the information you need to provide a service and/or properly react to a prospects needs	I don't need to prepare for meetings by gathering and practicing every bit of company policy/history/facts as I can. I need to create a plan of action and questions to help identify what my prospect needs.	I want to make listening habitual and planning habitual	EX	Understanding buying decisions – the actual priorities of a prospect was groundbreaking news to me as I've been focused on flooding agents and physicians with company facts. I needed to learn how important listening is; letting the prospect know you care and showing them I am there to provide a service. I will reprogram my strategy for selling based on this class
Donna Over USI – Midwest Cincinnati	How important it is to listen and understand the needs of your clients and prospects. 'Perfect practice makes perfect'	It will help me improve my listening skills and communication skills. This will better assist me with providing service to my clients and prospects	To listen and understand and understand and listen. Be prepared before meeting with clients and prospects	I would like to continue to improve my listening and communication skills To develop a sales plan and follow it	EX	The information that I have learned from attending your workshop will be shared with my department and our commercial department. It has been a pleasure! Donna
Daniel Peavy ProAssurance	The importance of keeping the prospect engaged by asking more questions (open)	Allow me to understand the people I encounter on a day-to-day basis	Act Not React. Listen more talk less. Ask questions	Communication skills	VG	The workshop was well organized; content was directly related to my new role in my company. (Completion of the workshop is only the beginning) – Now I have to apply it.
Bart Schlueter PIC Wisconsin	All people buy emotionally Sales process	Listen, ask questions		Remembering the sales process	EX	Well organized, good mix of instruction and hands on.
Wanda Swenson ProAssurance	Must care about the person (not sell to them) They are buying a "relationship" not a product	Re-evaluate how I see a 'buyer' they have emotional buying motives just like me. I will be more cognizant of how I ask questions and how I can be an active/engaged listener	How others view me, how I can approach someone not 'like me' in a confident way	Active listening Confidence in sales Be more assertive	EX	Really challenged me. I have a laundry list of items I need to work on that I didn't realize I needed to address! I have a better idea on the check list I need to create for my sales efforts.