

Track Selling System™ Workshop
October 19-20, 2010 Madison Wisconsin

Names Removed	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
	Ask for the order. Act of Commitment	I will hope fully too increase in sales as I use the Act of Commitment with potential customers	Listen, Feel-finding questions, FUD's, reaction questions how to react to ____?	Closing the sale, asking for the order, listen not talking	EX	Jason is a very good presenter who makes this possibly boring subject into a fun and interesting class. I hope to use some of these points in my next sales call.
	Prepare, plan practice	Things will flow smoother if proper steps are taken and practiced	Use of key words/use of specific steps / control tone of voice	Preparing for every call	EX	Jason made the training fun & interesting. He was well prepared and able to answer all questions
	Be in the moment. Listen!	It will help me to better understand my customer's needs and to stop anticipating / speaking for them.	Emotion drives the sale How to close and overcome objections Planning and preparation	"don't just touch base" Serve the customer, preparation, listening and cementing the sale	EX	Kept me engaged & focused. Had a good few "AHA" moments.
	To "change one thing" to become more successful. No one cares how much you know until they know how much you care.	To realize my greatest asset is my undeveloped potential. Realize I can slow down in front of a customer and not think about being pushed by my management	People like to buy "not to be sold" We all struggle with all our lives being product focused & I need to become more people oriented.	KIS – MIF. Seems like in today's market we become "me too" and sell price. Think about a professional sales person sells for one reason & that is to be of service	VG	I've been to "many" of these classes and honestly most of them were a waste of time and money. This was well presented and makes sense.
	Having a sales plan ready	I will have a better understanding of my customer. (And Family)	How to listen Having better habits Learning how to make a better plan	Better Listener	VG	
	Planning and how important it is to be successful at my job. Sounds easy enough but I did not do much of it before.	I am a good listener however, I think I will go into a customer's office with a better game plan and be much more effective	Preparation/plan/listen/ask for the sale	I am in the 62% who do not always ask for the sale. I fear the outcome not expectable!	EX	Very clear & defined. This is the 1 st workshop I have ever been to and I am impressed
	The importance of the selling procedure	To be there! Listening skills, follow a procedure, always practice	Visual aids are important, procedures, practice, goals	Written communication	VG	Practical, to the point. Good interaction.
	How to sell effectively and efficiently	To become a better person and sell better	Listen, research, understand, provide solutions, prepare & close.	Closing the sale.	EX	Very useful info for work and personal life.
	Listen	Let customer talk, and listen. Find out what their problem is, not what I think it is.	Positive world and negative word	Ask open-ended questions	VG	Need a couple more breaks, people buy on emotion, not facts

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	Perfect practice makes perfect	Listen, ask questions understand we are selling all the time, but what are the needs of your prospect, wife and child???	This process is also about life! Simile when speaking, focus on emotions. Get to know your people, the customer	Listening, coaching the process	VG	Very interactive, kept us engaged
	Prepare for every sales call by completing a sales plan	It will make it easier to hit those budget goals set by the company	Habits – 21 times in a row Listening – people prefer talking over listening Professional salespeople are there to be of “service”	I would like to continue gaining knowledge in the preparation of a sales call. Creating a sales plan is time consuming, but needs to be done.	VG	It was an excellent meeting with a lot of good points. The main points are listed above.
	My preparation has always been good but this will make it even better. It also reminded me that I am there for the customer in terms of providing service and not my own selfish reasons. I had forgotten this along the way.	I think in both aspects I will end up being more caring & compassionate. I will take the time to listen & understand	While I usually prepare for a call in some manner ahead of time I don't know that I always have a clear objective for each call. I need to work on this	I need to improve my questions to customers. I have been asking too many closed-ended questions.	EX	I thought the content was good and the program allows you the flexibility to pull it off while maintaining your own style
	The importance of preparing a sales plan prior to making the call	Will eliminate “on the fly” presentations. It will control the sales process in a logical order and result in increased sales	Importance of understanding reasons people buy emotionally. Proper statements & closing statement to get action from the customer	Creating good habits and focus	EX	Great instructor! Really knew his stuff. Used personal testimonials and examples to make his points. Analogies were also great.
	A structure/process to use in my sales activities	Planning, listening, creation of quality questions, understanding of where I am in the sales cycle.	Perfect Practice Makes Perfect Importance of forming good habits Hearing what the customer is saying	Wherever I am...be there!	EX	Great format, excellent content.
	Planning the sales call	Organization. Better preparedness	We are in the people business, listen, ask open-ended questions	Planning	VG	I am taking something away from this that will be value-added to me and my customers
	I gained that selling is a process and that forming good habits are essential to success. Specifically habits doing the things I didn't enjoy.	One of the areas that I need to develop better habits in is goal setting and planning. Working on these areas will help me be more effective and successful	I am in the people business. Best way to communicate is through listening.	Plan better, talk less, listen more	EX	Great material – easily applied. Jason is very effective in communicating his message.
	The sales process & be prepared for the call	Asking more qualification open-ended questions and then LISTEN	Remember to ask for the sale. Always have a sales objective for every call. Confirm Agreement on Need – Asking: “Is that correct?”	Features/Benefits As I am new to the company to better sell and close the sales. Better prepare for each call	VG	Kept our attention. Very good and easy to understand.

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	Importance of planning/goal setting for every sales call	I will be better prepared to help customer and be able to evaluate success/failure of daily efforts	People buy for emotional not logical reasons. Sales can be a process that can be objectively controlled and evaluated.	Be relevant to customers	VG	Forced participation – confirmed learning
	To prepare before each sales call /meeting	Being prepared will make the most out of each meeting. It will assist you in being more efficient and lead you to the steps involved in closing a sale	A pre-sell check list to insure you have covered it all. Wherever you are, be there! – I got a lot of good quotes out of this class	To form good habits. I have a tendency to start on something and quickly fall back into repetitious habits that I would like to change.	EX	This is my first sales course. I've been successful because I care about people and their needs. Now I have good tools to build upon & a solid procedure.
	Having a sales plan with objective for each sales contact	Streamline the sales process and help me meet goals	Role playing, discussion	Making more customer contacts and bringing them close	EX	Presentation and discussions were clear and very helpful for me to understand the sales process.
	Prepare/listen	Set an objective. It will help me to stay on track at a sales call. It will help me to be a better listener and ask the right questions.	People buy with emotion 21 times to a habit	Listening/focus	EX	Motivational. It put structure into methods I'm already using and taught me many new tools.
	How to be ready for a sales call. Also to make sure each call has a clear objective	This TSS makes you stay organized and gives you clear goals to reach for each situation	That I need to talk less. I have a simple clear way to close with a customer	In the way that I prepare for all my calls with clear goals in mind	VG	Breakout groups keep things from being to drawn out.
	Listening	Make me a better person and salesperson	Practice, Plan, Listen, Take control of the sale	I would like to improve on everything I can, just to be better at what I do	VG	Jason kept us focused at all times and helped with a lot of unforeseen problems people were not aware of.
	A useful sales process planning worksheet	The emphasis on designing a plan and having a clear road map should help me have more success in sales	The 5 Buying Decisions – too much emphasis has been put on price	Learn organizational skills. Learn to be prepared so I can relax	EX	I plan to buy my teenage boy the John Wooden book mentioned. He loves sports and it sounds like a good book to help build a young man's mind and skills.
	The actual [sales] process	It will help me be prepared for making the sale	Thinking from the prospect's point of view	In "being there" devote my time and attention in both my professional and personal life	EX	Very structured format which I believe will work for anyone who is willing to learn
	Listen to the customer. Let them talk rather than me	I will get a better understanding of their needs because they are telling me while they are speaking	Mostly just to understand the 7 steps of selling	Way too many list (all of them). But overall I think preparation is where I would like to focus	EX	It just really opened my eyes, made me realize how much I didn't know.