

This class included: A Six Sigma Black Belt, Organizational Development, Director CS, PhD, International and Regional Salespeople

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
Track Selling teaches you the way to control a conversation is by LISTENING! And asking the right questions. This is a process/procedure and by Perfect practice makes perf.	Becoming an effective listener will make me more successful both professionally and personally	-The importance of Approach & Qualification -Filling the Need (as well as Agreement On Need) is important!	Using a more structured procedure in my sales calls/approach	EX	Learned far more valuable information using /learning this procedure than others in my sales career
Everything being new it really opened my eyes to everything. Probably the most important idea was knowing when to ask questions and listen	Be a better listener and more effective in asking questions. It will help immensely	I didn't have much insight before the class started therefore I didn't really need clarification	Speech – slow down, speak up and listening. This helps me tremendously. I'll use it every day in multiple ways.	EX	Great speaker, great message, would recommend it to anybody. Thanks!
75% of the sale occurs because of the success done in the Approach and Qualification steps	Helps me to slow down, look for the yellow lights, listen to the customer, and truly uncover the need	1-The art of selling is the art of listening 2-Know thy customer!! 3-Profile of a qualified prospect = Need, Authority, Budget 4-A thank you note includes positive persuasive words	Qualifying a customer	EX	After reading the book and listening to the CD's the workshop drove points home and solidified my understanding of the Track Selling System. Well Done!!
Selling is a procedure (or process) – The agreement on need in particular	This will put me into a more logical and complete system rather than a more haphazard approach, I had been using	-Listening rather than talking -reflective, open-ended, and direct questions -Using a better closing technique	Improve on call effectiveness, specifically new account growth	EX	A process system is what I was lacking
Methodology Preparation prior Emotional aspect of buying	Expect to use/create tools during approach and qualification. Sales checklist	Emotion – Out people the competition. Emotion questions, -listening vs. speaking	Don't know yet	VG	I was a bit intimidated at not knowing the exact words asked for.
Listening not talking	Gain more information	Have an objective for each call Create sales plan for each prospect. Act Not React	Undeveloped Potential	VG	
Reinforcement on how to implement a selling process in this industry	It will help me be better prepared and help me to be viewed as more of a service to my customers	I learned that it is important to do research in order to build a proper rapport and that it is important to look at what motivates the customer has for buying and also "what is in it for him/her.	I need to improve in all areas, most of all Agreement On Need	EX	Great job of presenting the process in a professional, easy to follow manner. No "gimmicky" approaches like I have seen in previous presentations. Thank you. I found the class engaging, enjoyable, and insightful.

Ratings: Excellent, Very Good, Good, Disappointing

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One of the processes used to sell a product/service. I had no selling experience in the past. Now I realize there is a method to doing it	It gives you process that I now can improve on	By real-world examples	I would definitely like to improve my selling skills since I have not done it in the past	EX	The method is logical and easy to remember or improve upon. You provided examples as well as had us role play what you trained us, which makes us retain the info more.
Listen to the customer The way to control a conversation is by listening	It will help me on each call to use the customers time wisely. Help connect/ understand my children's needs	-Objective to each call is important -75% of the sale takes place with approach and qualification. -If it is not a procedure, it will always be a problem	Must improve on...wherever you are....be there.	EX	Continued throughout to see things I needed to change.
That listening is more important than talking. I must listen to our customer's needs before I can react to them	Build stronger relationships	Using open ended questions Seven steps to a sales F.U.D.'s	Using the 7 steps effectively	EX	I left knowing more about making the sales and the art of listening
-Understand sales process -Set objective	More likely to stay on track – achieve result	The way people buy – emotions		EX	Subject Matter Expert Stayed Focused Made everyone practice Productive feedback Engaged Group Tested Understanding
7-5-6 Method of selling What's important to the prospect What's the objective of the sales call	Clarity of purpose and tasks, discipline to support my efforts	Use of 7 Steps 5 Buying Decisions 6 Buying Motives	Using the Track Selling System with humility that results in 90% close rate	EX	
Seven steps of the sale reminded me of the importance of following this process. At my previous employer I moved from sales to management and got out of practice of doing it		-slow down and focus on the Approach/Qualification -Conversations are controlled by listening, not talking	I'm new to airgas and this industry. I need to retrain myself on how to use the sales process with the new products and services I am representing	VG	
Ask good questions, talk less and listen more	I will be able to understand the needs of my clients & family, in order to serve their needs better	That sometimes there isn't a need for my service. Always have an objective for sales call. Have fun be positive and smile	My ability to handle upset customers and objections	EX	Very well explained at every step. Did role playing to practice

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Emotion of buying	Professional steps to organize my selling	Qualification step – very helpful Understanding it is PEOPLE not product	Qualification Act Not React	EX	Helped solidify my sales technique
How to bring a sales call full circle and close the sale by asking for the business	It will help me close/gain more business and increases my sales dollars. Gain a new perspective on sales, but also in the way I approach being a career oriented mom of three children	I realize how important it is to have a plan in place when calling on a prospect or customer. Asking the appropriate questions to qualify a customer	Improve my approach and qualifying the customer by asking more open-ended questions	EX	
Listen, Listen, Listen. And close the deal!	It will help me a lot. I talk too much with customers and I now know I need to listen.	Being Clear? Listen, Humility	Listening in my everyday life and not talking so much	VG	He knows what he is talking about. Did a great job clarifying
Sales is a process	Sales process will help to evaluate my approach for the past 3 years and create a new process for success and growth	Pre-sales check list. Having patience, Act Vs. React Perfect preparation makes perfect sales calls How to mitigate FUD's	1-Create my sales process 2-Create my pre-sale check list 3-Use sales plan for all my sales calls 4-Create a system to capture data for review and improve	EX	A tough topic was broken down into bite sized learning objectives with ample opportunity for hands on learning and practice. Overall an excellent program/workshop
Sales is about people and the 7 steps to a sale	Ask more questions and listen. This will help because then the people I'm talking to will know I care	Objectives and buying is emotional	Act of Commitment stage in the 7 steps to a sale	EX	Learned a lot of new information that I can apply in my life and career
This showed me that you can focus on the system" go outside the box when you have to and get the sale. Try the process!! Plan!! Qualify!! Close!!	It will basically keep me focused on the process, I like that!!	Sometimes I lose my objective for the call. I always need to go back to my objective.	By following the program and not to just waste my client's time by just "Touching Base" with them.	VG	The program is very good. I would like to see more on how people react. Nice job Jason!!