

Most Important Idea	How will this help you?	In what specific ways was the Workshop helpful?	In what area would you like to personally improve?	Rating	Please explain
People buy value they don't buy price	Help me when meeting with new prospects to keep the conversation on track and about them	Gave me a system to work with that is hands on and applicable in all areas of life	In the asking of qualification questions and not jumping into sell the company or filling the need	VG	
Make a game plan (7 steps)	It will give me a path to follow	Opened your mind to proven methods	Time Management	EX	The First formal training I have had. Great time – a lot to retain
People buy benefits!	Stop selling features and start selling benefits	Helped me to understand the psychology of the client	Planning and prospecting	EX	The track selling system will help improve both my professional and personal communication Great Job Jason!!
You need to think about the prospects needs and listen		It has shown me that selling is persuading – both professionally and personally	It will help with communication – being able to listen and understand needs	EX	It has shown me that selling is not what I thought it to be. It is more personable. I am glad I did the workshop. It has taught me new ways to do things in my personal life. Also I am glad I am working for MSI, as I believe in the program.
Telling is not Selling	Make appointments,, close sales, get another job	Bringing me through the steps of what essentially a well-rounded argument (without the arguing) and explaining WHY on each step	Planning a sales call, or meeting (market)	EX	Most of this stuff, I haven't heard before. Very insightful.
The Five Buying Decisions	Confirmed, we all have (?) during a purchase	Provided a selling system, I can use immediately in both my career and personal life	Prospecting	EX	Great Job! Jason – Thank You!
It's all about the customer's needs	It will provide a structure for how to approach each customer	It took the mystery out of sales and clearly explained the sales process	Listening, understanding, feeling I am being of service	EX	It was a clear training that imparted valuable, step-by-step information 3-days were a necessary amount of time. Great instruction. Wonderful participants.