

Position Company	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
Underwriter ProAssurance	For me it was sales 101, so just learning the concepts and principles was incredibly important. Specifically, learning that selling is about people and service and not making money was most important.	By changing my attitude/perception of what sales is truly about it will remove some of the fear and anxiety	-Sales is all about them and their needs, not what you can do. -The importance of using open-ended questions to develop rapport and qualify a prospect.	-Rapport building -Make asking open-ended questions a habit	EX	Light years ahead of my previous sales and people understanding
VP Health Sure	6 Buying Motives and how to structure questions around them	Develop a tool called a pain discovery chart to be used by me and Carlos	-Visuals work! -Memorize transition statements -Develop more feeling-finding questions	Stronger qualifying and using 6 Buying Motives	VG	Some great new nuggets and reinforced a lot of what we already do
AE Health Sure	You need to understand that professional sales is about servicing	I will focus more on my client's needs	I need better transitioning statements	Focus on being more service oriented	VG	Flowed well without many lulls
COO Keane Ins Group	Effective sales is a process which can and should be practiced. Closing is the logical conclusion to that process	With a better close ratio on new business opportunities. The Agency has a better chance of realizing our goals for profitability	Be a better listener	-Becoming a better coach and mentor to employees. Specifically with sales. -Be more consistent example of sales calls	EX	-Content presents well to all skill levels. -Presenter brings focus and examples to key content very well.
Producer GPS	To ask open-ended questions to better find out the customer's needs	-I notice asking questions w/yes or no leaves me assuming and doesn't obtain facts. -In my personal life my fiancé will enjoy my ability to listen better and ask reflective questions about his day	-Listening and restating are two things key to making sure you addressed the needs -Bring visuals -Ask for the sale -Knowledge is key and don't waste time...close when the time is right	Closing the sale & out-peopling the competition	VG	I truly enjoyed the class & felt the tools were great. I personally noticed my weaknesses One comment that I had was I wish we were able to use more real world objections. And get more in depth on that part.
Senior Acct Service Rep ProAssurance	Becoming more confident in selling skills. This was one of my objectives stated the first day of training	The role playing really helped with knowing what it is I need to work on. For example working on transitioning statements	-Act Not React -Wherever you are be there -Appreciation is the most needed feeling -Listen and let the client talk and you are in control -Ask questions to get the information you need	I would like to get to the point of not being nervous before selling/presenting. I know the only way that will happen is to continue doing it.	EX	I truly enjoyed the class and felt the tools were great! I personally noticed my weaknesses one comment that I had was I wish we were able to use more real world objections and get more in depth on that part.
Program Executive ProAssurance	To understand the value of process	Will allow me to be more productive with a clear understanding of how to sell a product, service or concept	Great advice on understanding people and how to improve inter-personal communication	Focus, Acceptance, Learning what's important and what's not	EX	Very practical and usable
Producer Keane Ins Group	The importance of open-ended questions in learning about your prospect's needs	This has opened more opportunities to: 1) get to know people better 2) increase the growth of my existing client base	-The better understanding of the buying process via the 5 Buying Decisions -Act Not React	Gaining and cementing trust more quickly	EX	The overall presentation was easy to understand with practical tools that I can apply to my work and life ASAP