

Name/Position	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
Inside Sales and Customer Service Supervisor	The sales prep Steps/process – having verbiage & a guide to help develop a personalized sales process	Helps to find actual needs / root causes, overcome objections and remember to ask for the sale	Thank you note – the benefit of this practice Selling the Company or self-finding out “buying motives”	Personally – I want to improve on my overall sales process and learning how to overcome objections	EX	Well presented, organized, not overwhelming. Relaxed by structured – personable
VIP Engineered Systems – Inside Sales	Wherever you are, be there! Listen more, talk less People business	Focusing on the task at hand – Customer call vs. email -Actually listening -looking at my wife when she is speaking	Being more appreciative of the customers I have Building trust!	Think more before speaking Listen fully! Undivided attention	EX	Great presenter – spoke clearly and made sure all attendees understood point before moving on.
Account Manager	Keeping process structured – moving through each step is key to moving on. (Preflight checklist!)	Help me to influence the owners I work with more successfully	Wherever you are, be there. Listening so important. Act. Don’t react. Importance of curiosity (Albert Einstein). Have a clear objective for each sales call/presentation	Listening. Act of Commitment Goal setting	EX	Excellent job keeping us on track. Appreciate clear, concise delivery of material. Also challenged all in room to participate in role play situation
Sales Manager – Engineered Systems	The importance of question development	Will allow me to uncover needs and feelings and get people talking	How vastly important the Approach and Qualification stages are to a sales call. Smile when on the phone. 93% of communication is non-verbal ...affects the outcome – at work and home	My “forever goal” of continuing to become a better and more engaged listener	EX	Great at reminding me what’s most important with how we communicate Also allowing me to better understand where and how I need to improve
Sales Manager Latin America	The importance to keep the method along the entire sales process	Particularly will help me to effectively coach my people and help them to improve their sales skills	Importance of improving our ability to “qualify” the prospects as a solid base for the rest of the process	Taking more time to coach my people into improving their sales method	VG	It was clear, organized and focused in giving us useful tools for our career performance.
Sales Engineer Latin America	To be professional in sales you must follow a method	Making correct questions to find out what is really important to my prospect	-Preparation for visits or calls -Objections, managing -How to present key features of products	Qualification and managing objections	VG	Method is explained in a very easy to understand way. Practical and pleasant so all the time you are focused on the explanations of information. Thank you Jason!
Sales Engineer Columbia	To understand, sales is a process	To practice the “method” will help me to improve my communication with the customers	The steps to sale Closing the sale is a logical conclusion	Close sales – now I understand that close a sale is not a new chapter, it is part of the process	EX	To have defined step by step the process to get a P.O. is like a GDS, you have to connect, address and go. Obviously you need to practice to be confident w/the tool
Sales Manager	Breaking down the sales process from start to closing	The seven steps will help with areas in management as well as coaching my sales team	Identifying needs through the Approach and Qualification steps (all the heavy lifting up front) keeping the close simple and to the point	Closing has always been my biggest challenge.	EX	Very applicable to the steel distribution industry. Will be easy to apply steps to my position within Ryerson and life.

Ratings: Excellent, Very Good, Good, Disappointing

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Corporate Credit Manager	Process of selling logically and ethically creates a win/win situation and have to make it into a system which can be repeated	Will standardize calls and address known issues before calls are made to be prepared for objections	Logical steps in decision making process and how to present solutions	Becoming a better listener for dealing with internal and external customers without prejudging possible outcome	EX	Helped me brainstorm ways to standardize processes and procedures to implement positive change with the department.
Repairs Manager	That when selling is a process it's not a problem	It will make it much easier to sell a repair to a smaller prospect	How to deal with objections during the sale	Listening to people / act don't react	EX	Jason has a great presentation! He changes his pitch and presentation process to meet the personality of the crowd
Applications Engineer	Ask questions then listen	Open, two-way communication helps any situation tremendously	Non-verbal communication is even more important than I had thought; 75% of the sale is Approach and Qualification	I have been contemplating pursuing a career in sales for many years. This course got me even more excited about the idea.	EX	Loaded with good information and facts
General Manager PRS Group	Understanding that I need to work on my Approach and Rapport with the customer. I tend to be more direct and developing a relationship early on can help make the sale easier at the end.	This will open up areas of interest that I would not have explored before. Looking at the interests of others is important in life and being a good listener will help me going forward	Listening understanding, making sure you connect with your customer or spouse and not get caught up in the technical aspects only	Listening, and developing a better rapport with customers and contacts that I interact with in business as well as my daily life.	EX	Jason was very enthusiastic in his delivery and the content of the program. We stayed on track and accomplished what we set out to accomplish and had fun along the way

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