

Name/Position/Co	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
<b>Vice President Matheson Gas</b>	Need to teach sales team to gain the “Agreement on Need”	Coaching/Performance Managing Team	You create your own reality	All...Become best leader that I can...Measured as with sales growth faster than market qtr. vs. Qtr. / yoy	VG	
<b>Region General Manager Matheson Gas</b>	Reminded me how important it is to stress listening and focus on the customer	It will make me a much more effective coach for my people	Why agreeing on the need is so important	Be a better listener when dealing with subordinates	EX	Jason is very effective using his how techniques when presenting his material. Track Selling is a very logical approach to the selling process
<b>Sales Manager Mija Industries</b>	The importance of listening	I will be more aware of asking open-ended questions and listen to answers thoroughly	Five Buying Decision	Develop a better understanding of using the open-ended question	EX	
<b>Anonymous</b>	We are specifically in the “people business”	Fostering and nurturing relationships is the backbone of effective selling	You must approach a sale with the 7 step process by individually giving attention to each of the 7 steps	I would like to improve my people skills and become better at reading non-verbal questions	EX	Most relevant course to selling I have experienced
<b>Vice President Butler Gas Products</b>	Set the next appointment before you leave the call	Train/pass it along to our team and implement myself – avoid the playing hard to get phone tag to follow up	A close is a logical conclusion to a well-made presentation Ask what are your budget considerations?	Ask better questions. Be a better teacher for our sales team	EX	Thank you! Great content – I learn something new every time
<b>Regional Sales Chart Industries</b>	Grand refresher – so much forgotten since my first training	Return to good habits or perfect practice	Re-define the 7 steps, 6 buying Motives and 5 Buying Decisions	Total process improvement	EX	Excellent fun very short period of time 2 day session is invaluable
<b>Regional Sales Mgr. Superior Products</b>	When selling becomes a procedure it ceases to be a problem	This concept is so simple but at the same time overlooked. If I can use a procedure to all I will greatly increase my effectiveness	You create your own reality Wherever you are be there 5 buying decisions, seek 1 <sup>st</sup> to understand		EX	Very valid points and logic to presentation. Wish we had more time than 4 hours
<b>Business Development Mabscott Supply</b>	This was a great refresher course that will help me to get back to selling a process	Increase sales. Grow the business	7 steps	Being in the moment	EX	
<b>NE District Sales Manager Techniweld USA</b>	You are in the people business “Wherever you are be there”	I will worry more about making people/customers happy and satisfied	Value perception – Do not lower your price	Closing the sale	EX	Very easy to follow and understand, which in turn allows me to relate and apply my every day sales calls
<b>Eastern Regional Sales Manager Superior Products</b>	2 things: 1) Don’t be scared if price is higher if value/quality/service is better. 2) Really listen and ask deeper questions	Will develop a close bond and understanding of those with who I interact	-Different types of questions with different purposes -Set up firm commitment for follow up or being arranged deal	-closing with confidence -preparing and practicing (perfectly)	EX	Personable and knowledgeable

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<b>Regional Distribution Mgr. American Torch Tip</b>	The importance of following a procedure and asking the right questions	Better meeting needs of clients	Specific questions and examples to use Step by step procedure	Understanding concerns better so that they are easier to overcome	EX	Jason did an excellent job covering the content in a short period. Very involved and interactive
<b>President WCStarcher, Inc.</b>	Refreshed selling skills	I have a sales presentation on Friday to a potential customer	Qualification of the customer much easier to accomplish	I need to listen better	EX	
<b>Tier 5 Labs</b>	People buy from people concept	Recall Benefits to 7 step selling and use them	Through discussions by group; Examples noted by Jason; Benefits of a “planned” sales call were renewed	After the sale, communication to new and existing customers Follow through with existing customers	EX	Common sense selling instructions on very basic principles
<b>Owner Global Carbonation Gases</b>	Out people the competition	Develop better rapport & relationships	The importance of the step function in selling and building on the information gained in previous steps	Listening	VG	
<b>President/CEO IWDC</b>	Less talk, more listening (rapport, trust), seek first to understand then be understood	Both with employees selling vision...direction and personal – wife & kids	Need to think through buying motives	More focus on rapport, trust produce closing statement	EX	Good visuals...Jason worked well with time constraint
<b>Account Manager Dale Oxygen, Inc.</b>	Seven steps to a sale	This will help greatly in calling on new accounts	Asking the right questions and opening up Dialogue and listening to customer	Listen more	EX	Everything was great, very useful information. It was motivating.
<b>Sr. Acct. Manager Dale Oxygen, Inc.</b>	Seven steps to sell	Get more involved with customers I visit learn more about then and myself	Six Buying Motives	FUD’S	VG	Some things to me were confusing but in general it will help me
<b>Account Manager Dale Oxygen, Inc.</b>	The seven steps to a sale	To cement the sale and to gain the business, which means more money in my pocket	I think everything today was at good value	I think there is always room in all areas with today’s changes	VG	It was a lot to take into 4 hours. Would like to attend your 2-day workshop. Thank you.
<b>Sales Manager Dale Oxygen, Inc.</b>	The importance to always establish an agreement on need with a customer or prospect. It is very easy to overlook when new prospects come in the door	This will help to better qualify prospects. Do they have a true need my company can help meet?	Approach & Qualification is where most of the work is to generate a successful sale.	Implementing a sales process completely in my company	EX	Easy to follow and all point hit home

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<b>Acct. Executive Butler Gas Products</b>	The idea of a step by step sales process	I now have a designed structure for my sales approach	Being the unconscious competent, I now have recognized the beneficial things that I do and can place them in the correct place in the sales process	I will begin a more in depth sales prep as opposed to performing on the fly	VG	If it wasn't a jam session it would have been excellent. More time would allow for more interaction and questions
<b>Operations Project Manager Roberts Oxygen Co., Inc.</b>	Seek first to understand	It's important to know the true extent of a problem or impact of a change before moving forward. Also whether it's worth investigating the problem at all	-Wherever you are be there (no distractions) -price is not important when buying -body language and attitude	Listen better, fully understand an issue -Improve my body language and attitude -always be selling the company	VG	I found the presentation to be very valuable. The larger group provided better interaction and back and forth
<b>Inside Sales Mgr. Earlbeck Gases</b>	Learning how to ask questions in approach and qualification to better speak to customers' needs	Give direction and order in conversation	People are visual. Better to keep it simple People buy based on emotion, not just price	More confidence and streamlined sales approach	EX	Last steps were a little rushed but overall there was a consistent message, which would be easy to bring home and apply
<b>Sales Manager Applied Cryo Technologies</b>	An organized proven process of selling. Specifically the importance of the qualification step and sell the company	Always have sold the company, but not in the correct order. Used qualification in a sense, but not nearly to the extent as shown today.		Planning effectively to better prove the value you bring to customers and prospects	VG	Very interactive compared to other seminars I have attended. Seems like the 2-Day track selling is the right direction for me.
<b>President Earlbeck Gases</b>	Need to enhance Approach and Qualification	More sales! Deeper relationships with customers		Need to bet salesforce to use a systematic approach in their sales efforts	EX	This process rings of truth with me. I know it works as it is similar to Sandler sales, which I have used in the past when I did outside sales work
<b>Regional Sales Mgr. Mercel Abrasives</b>	Understanding buying motives and why people buy	Gain perspective in the right questions to ask	Reminder of sales process, closing statement, features and benefits		VG	Wish it was longer and more in depth. Sometimes felt rushed.
<b>Regional Sales Manager Norton/Saint-Gobain</b>	Refocus sales process on customer Sell company before product even to existing customers	Grow/retain more business/sales	Specific buying motives explained	Agreement on Need	EX	Useful, simple ideas, which can be quickly applied
<b>Regional Sales Manager Kaplan Industries</b>	Seek first to understand, then to be understood	It will improve my listening skills	Planning, developing a procedure, we are in the people business	More confidence – call preparation	EX	Good visuals, easy to hear & understand

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<b>Key Account Manager Taylor Wharton</b>	Planning, Planning, Planning Just because I have a good relationship – still need to focus more detailed planning	Spend more time in preparation / “Be there”	Help to quantify/qualify a prospect and never take a customer’s relationship for granted		VG	Enjoyed the topic – merits more opportunity to explore in-depth – Great addition to the Spring Mgmt. conference
<b>Vice President Portersville Sales &amp; Testing</b>	Better sales qualifications	More self-confidence	How to motivate my staff	People skills in sales	EX	Very informative for new ideas. Very good program and workshop
<b>Sales &amp; Regional Manager Arcet</b>	Sharpening the saw. Access to Track Selling System	Be a listener and control more conversations. Learn more about those I come in contact with employees and customers	How this training helps in all aspects of life	Listening. I would like to ask better question, more clearly	EX	Fun. We had a few laughs and learned a lot. Jason would easily develop a “rapport” with a lot of our people.
<b>Sales Rep Norton Abrasives</b>	Have questions prepared for the call Agreement on need	More prepared about objections and better return on investment	Listen Let them talk Follow a process	Listening and gradually approaching a sale Get them to realize need	VG	Great class! I do agree that 4 hours is not enough though
<b>Vice President Generant Co.</b>	Concept of feeling finding questions	Better understand relationships	Move analytical approach	Be a better coach/manager	VG	Concept is a bit dated
<b>Sales Rep Earlbeck Gases</b>	Rethink the method I sell Price is not as big a factor as first thought	Value to the customer Higher profit to company	Process needed for success	Speaking skills / communication	EX	
<b>Inside Sales Gulco International</b>	Reminder to ask questions, let customer speak, gain understanding	Application knowledge for various equipment	Sell the company everyday Agreement on need	Qualification Agreement on Need Sell the company	VG	Useable info. I learned something
<b>Sales Manager Carbide Industries, LLC</b>	Using the “Agreement on Need” to sell product	Focus on better sales approach	Better Listener	Better Listener	VG	
<b>System Consultant</b>	Buying Motives	Always looking for ways to improve	Feeling questions to get to motives Importance of buying motives Act of commitment – Answering NO	Feeling questions Act of Commitment	VG	
<b>Sales Ratermann Manufacturing</b>	Listen	By taking the time to stop and listen I will actually hear what someone is saying	Don’t make things difficult. Keep it simple and have fun	Focus	VG	Definitely would benefit from the 2 day course
<b>Sales Manager Taylor Wharton</b>	Refresher course in the sales process	For all forms of communication in work and in everyday life	By following the steps in the process	Preparing for each call	EX	

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<b>Sales Manager NORDCO</b>	Seven steps to a sale in order	It will allow me to use more open-ended and reflective questions to get the information needed to close the sale	1-Price is not always most important 2-Stay in order	Use techniques discussed in every aspect of my life	VG	I thought the material was excellent. The response to questions may want to be done more easily. I thought the gentlemen who asked the 1 <sup>st</sup> question was hesitant to ask again.
<b>West Penn Laco Co.</b>	When you are somewhere – be there	Paying closer attention to people to better understand what the needs issues, etc. are and being able to respond in a more positive way	Ask more questions, listen more intently	Become a better listener	EX	Hit all important components of the selling cycle and explained them in a plain easy manner.
<b>Inside Sales Arcet</b>	Process	Better preparation	Understand we are not selling products, we are understanding and communicating with people	Listening more / talking less	EX	Great information, great speaker
<b>National Account Manager ASGE</b>	Be a listener not a talker, being strategic with track selling and pre planning	It will make my job easier as I am setting them up to give answers to questions instead of my being uncomfortable asking something	Know what types of questions to ask, learn how to sell yourself, learn that people buy value, not price	Knowing the open-ended questions to use that will best extract the needed information	EX	Great workshop. I feel excited to try what I learned and share this info with my co-workers.
<b>District Manager PowerWeld, Inc.</b>	Importance of planning for each call and having a system	Make each call + day more productive and effective	Great reminder to return to what worked in the past 7 steps	Listening skills set up next appointments, while at meeting	EX	Keep it simple. Make it Fun.
<b>VP Sales CP Industries Holdings, Inc.</b>	Listen to customers and understand their needs	Ask more questions and listen to their responses and concerns – Don't just jump in the solve their need or "perceived" need	Preparing – Buying Motives	Sales process	VG	Would have been helpful to have more time. Appreciate the handouts
<b>Assistant Plant Manager Western Sales &amp; Testing</b>	Buying motives – focus on listening	To dig in and question to get motives and find out what is important to people	Focus on listening and taking time when someone comes to you about an issue Family & Business preparation is most important	Listening, stop if someone asks a question no matter how busy	VG	Not a full time salesperson but made me see how the preparation part is so important
<b>Branch Manager Roberts Oxygen</b>	The importance of having and following a sales procedure	This idea will help me increase sales by getting the most out of our salesforce	The importance of preparation and practice asking the right questions to qualify	Planning and follow-up	EX	All material I can use immediately
<b>System Consultant Computers Unlimited</b>	Buying Motives	Always looking for ways to improve	Feeling questions to get to motive Importance of buying motives Act of Commitment – Answering NO that benefits	Feeling Questions Act of Commitment	VG	