

March 12th – 13th, 2008 Track Selling System™ Workshop

Name /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
Ron Spainhour Airgas-National Carbonation	Listening to the customer and talking less will result in my understanding the customer better	Become better focused on my customers needs		Better focused on my job	EX	Realized that I have developed poor sales habits. This workshop helped me re-focus on my career
Jimmy Hendrix Airgas-National Carbonation	I need to listen more	Slow down and have a good check list. Be more patient	I think I can do a better job	To be a better sales person	EX	Jason really explains the class well
James Sanders Airgas National Carbonation	I need to work on being a better planner and listener	Be a better communicator to my family and customers	Realizing that we are in the "people business". Closing the sale is a logical conclusion to a well made presentation	Communication, work on focus on listening completely	EX	Pointed out the importance of being prepared and not winging it. Following a procedure takes the mystery out of selling
Michelle Samczyk Airgas	Learning to let the customer communicate more in the process. To plan more before I arrive to the appointment	I think it will help me be more successful in my job and life	I understand more, that if you give the customer more opportunity to let you know what they want, the easier the sale will be.	I would like to be able to communicate better first meetings with my customers	EX	I feel like I have learned how I can help myself become a better salesperson and communicator with friends and family
Timoth Stallworth Airgas	Understanding peoples needs before trying to sell them my product	Being a better listener will help me better understand what people are feeling and how it may help with knowing what they want or need	I also realized some of my unconscious habits that I sometimes catch myself doing. Talking more than listening	My listening to others will improve, to strengthen my communication skills with potential clients, family and friends	EX	Very informative hope to come to the next workshop you give
Jason Eley Kint Corp	Ask more questions and listen. Let prospect do most of the talking	I will be a better listener and I will ACT NOT REACT	You can get more from a prospect, simply by asking open-ended questions	Become more of a people person – I am in the People Business	EX	I like how we were not put on the spot. You made it a real world experience. Jason is very easy to talk with. Points out simple facts to make me a better salesperson. Thanks!
Joshua Ryan Kint Beverage Concepts	To focus on people, listen, and ask open ended questions	It will help me to build better relationships over time with my current and potential customers	Just that the whole Track Selling technique works and is a proven system. And to practice	I would like to become more personable, and easier to talk to	EX	Jason is a very engaging speaker. Everything in the proven sales system is explained in a very clear, and fun way. Thanks for a great training!
Ann Fee Reliant CO2	Listen and follow sales procedure (steps)	Be more effective communicator improve relationships and be more effective salesperson	Ask permission to ask questions and take notes	Getting prospects to agreement on need and follow the process	EX	Presentation skills good. Good use of humor interspersed. Belief in Track Selling credibility, common-sense & people driven selling system that I believe will work
Wayne Holloway Carbonic Systems	Confidence	Being able to cold call is a worry of mine. So having an objective when going in will help	Always let the customer talk, take notes and don't always try to close the sale the first time	I could always have a better approach	EX	Kept you interested, he had lots of energy, great tactics and information

March 12th – 13th, 2008 Track Selling System™ Workshop

Name	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
Jack Mertens Helget Gas Products	Actual sales training, this is the first and only class I have attended. I found that the system flows easily and makes sense. It's not easy but the steps make sense and aren't complicated	You reminded me today that selling happens every day to everyone. People are the business of the day, etc.	1) Do not sell on price 2) Build relationships 3) Listen, listen, listen 4) People love to talk not listen	Listening	EX	I learned a method of selling which I never had. I was never taught "how to sell" before. I went in and did what I thought was correct. I now have procedure to follow
John Rogers Helget Gas Products	To use the sales process – Ask for the sale at the correct time – deal with objections by understanding then add another feature/Benefit/Reaction – Ask again for the sale	I will use this system	By understanding that listening is the most important part of communicating	By listening more to be amore effective communicator	EX	Jason does an excellent job of coaching. I am excited about my future success because of this class. THANKS!
Dale Clark Helget Gas Products	A method for selling	Made me a better listener	Be more organized	Have better plan before I go on the call	EX	A lot of information
Mike Curry Helget Gas Products	It's your people knowledge that makes your product/service knowledge pay off	This will help me listen and understand my family, my customers & co-workers better	Sales is a process. Ask questions and listen. People buy for their reasons	Be a better listener	EX	Jason was very informative and made the class both interesting and fun. I'm looking forward to my successful use of his classroom training in track selling
Brian Shull Helget Gas Products	A sales professional sets an objective for each sales call	Being prepared before the call. Less stress	Setting a check list. Listening. People knowledge. When to close the sale	Sales skills	EX	Very easy to understand
Donnie Latimer Tex-Air Cryogenics	Listen very carefully. Really tune in to what the prospects needs are	This will benefit my employees so I will listen to their needs; Customers- It will help keep and maintain strong relationships; Prospects- A great opportunity to grow Life-Make me slow down and actually take in what my wife is saying	Create a plan. Practice the plan. Implement the plan. Grow from the plan	Insecurities. I'm confident, but I want to be the best	EX	Very informal but professional. Relaxed atmosphere for learning.
Read Barnhill Tex-Air Cryogenics	It takes 21 times to make Track Selling a habit. I'll see you 19 more times	Perfect practice makes perfect	Re-establish what I have already been taught	Listening!	EX	It is always a pleasure to spend time with a proven winner. Thanks!
Joseph LaGrave Tex-Air Cryogenics	Closing is the logical conclusion to a well made presentation	I will have fewer loose ends and be more focused	Focus on listening Convert what I've heard into the closing procession Ask open-ended questions	Listening	EX	Great course would like to go through it again to cement the knowledge
Jennifer Cagley Gas & Supply (TNT)	"The" close is nothing more than a logical conclusion to a successful presentation	I struggle with being prepared and then not being able to close and ask for the sale. After this procedure I feel I will have earned the close & be more inclined to ask for the sale.	Having structure and a clear procedure will give me something to follow at all times just customizing each step to each new prospect I come across	Closing the sale	EX	Jason was well prepared and actually uses the program himself