

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
Asking questions listen to the answer, and qualify the prospect before “selling the company”	Made me think of sales in terms of a process/procedure	Perfect Practice Makes Perfect	Become a better listener	VG	Helpful to define sales as a process therefore a process can be practiced.
Useful insight into the selling process	Be better prepared before a sales call, better serve the customer’s needs	The need to listen The importance of identifying needs Showing more sincerity and credibility by addressing the customer concerns/needs	Pre-call planning	VG	Jason engaged the group effectively and clearly illustrated the process/method
If you are going to be there, be there.	I will listen more and talk less. This is a key for all of life.	On talking, sales process, listening, ask the right questions, using and not using certain words	Planning and spending more time improving myself as a salesperson	EX	Jason Covered every step of a good sales process. This will help in my personal and professional life
Pre-flight checklist! Have a plan for every sales call	Coaching others, expecting this from the sales team	Customer focus – Put yourself in THEIR shoes, what keeps them up at night, from their perspective you WILL gain better insight to be more successful with them.	Coaching, Team building	EX	I have probably been through 8 to 10; 2 and 3 Day Training courses. This was VERY strong...VERY well done.
Asking the right questions in front of a prospect will give me the power to provide the exact and correct solution for them in an organized and professional manner. This way I will be looked at as a resource not just another salesperson.	The process will help me reach the end result whether it be in a job or life...it gives me specific direction to reach a goal.	Little reminders, such as: Out people the competition, Keep it simple. Make it fun; Present Moment Awareness, and lastly revisiting quality fact finding questions.	Moving the sales process forward in a methodical fashion rather than getting to a point in the sales process and getting stuck.	EX	Jason has a great passion for helping sales people and I enjoyed his knowledge and energy each day. He makes things simple and clear!
Have a sense of humility – plan your call make sure to include reaction questions to the end of features/benefits	It will help me to sell more which will help me provide more to my family. To make sure I take the time to really listen to my family	Qualify thoroughly. Limit features and benefits to 3. Remember to use open-ended questions and reactions. “what will it do for me” “KIS-MIF”	Act Don’t React. Don’t jump ahead of the selling steps – stay on track!	VG	Very logical and easy to follow. Good use of visual aids, and nice venue.
Listen don’t talk	It will help day to day communication with customers and friends	Just the procedure 1-7 to close a sale	Work the plan – totally	VG	

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The strategy/techniques used in a structured sales call	It will help me listen, understand the customer's needs. Develop a strategy for qualification needs, and closure	Listen, prepare before each call, qualify the customer's needs, assess, get commitment, close. Use the process!!	Agreement on Need	EX	Far better than I anticipated/expected. I will use this! Give me more!!
Be in the moment. No distractions. No Multi-tasking. Pay attention	It will make me concentrate on what is going on right now and not what I have to do later or tomorrow	Pre-call planning...I don't do enough of that. Asking for the sale at the end of the call. Getting an agreement on need.	Making sure I understand what the customer needs before offering up a solution.	EX	I did get a lot out of the training but I think repeating the class in a year would be very beneficial. Overall I thought the training was excellent.
Wherever you are...be there.	If I use the tools I've been taught, service my customer right, but be in the sales process 100% then I should be successful.	Too many to list but product knowledge is not as important as people knowledge. I learned asking a lot of questions is not a bad thing. We are here to serve our customer.	Product knowledge, having answers and if not knowing where to get the answers	VG	Very good learning experience. The process is good and Jason did a good job keeping everybody on task. Thanks Jason.
You are in control of the conversation by listening and asking open-ended questions. Close the sale.	Talk less. Ask better questions. Prepare questions before meeting. Improve EQ on people	Need to form better habits through discipline and humility and to follow the Track Selling System. All 7 steps Approach & Qualification, etc.	How to respond to objections and price increases. Get more people knowledge. Listen more than talking. Get better at selling the company	EX	Very relevant to what we face each day. Keep it simple and interesting. Jason kept it moving so he kept my attention.
The only way to know what a person is thinking is when they are speaking	To listen better	Telling is not selling. Fact finding/Feeling finding questions. Professional salesperson believes his is of service	Asking better open ended questions	EX	I had a preconceived notion of "Track Selling" as more of a canned presentation. I learned much more.
Listen (open-ended questions)	Make me a better person/salesperson	7 steps – take it one step at a time and prepare for the call		VG	Kept it real and informative
A good review of earlier classes taken. Receiving features/benefits/reaction questions leading to the close	Reminds me to ask customer more open ended questions and get them telling me what they need	Put some clarity in the order of the steps in the sale. Reminded me of why I do some of the steps I do in a sales call	Becoming comfortable enough to move from one step to the next, without hesitation	VG	Jason presented well and kept everyone involved in the training
Listen to your customers and approach them with the principle of providing them a service	As a sales professional you become at times more of a talker and that can transfer over to your personal life. Listening lets people know they are important to you and that you care	People like to buy they don't like being sold to. Start a sales with positive thoughts. Don't use more than 3 benefits/features	Be in the moment	VG	Jason had very good foundation and detailed sales tools to incorporate into my sales process

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That I must use a sales method to understand my customers and how I can serve them. Track Selling	It will help me be more effective in my communication process by listening to understand what those around me are feeling	The method was well developed and identified so I can reference it for perfect practice in real life situations	I need more product training and coaching by example in front of a customer from my manager and fellow sales peers.	EX	I have been involved in other classes like this. This time it was more clearly presented.
The agreement of need step of the process	By clearly stating this and getting customer to agree, helps move the sale along to the close	Questions are more powerful than statements Be there. Prepare and have an objective for every call	Better open ended questions Closing Prepare and practice more	VG	I believe I do a lot of this currently, but not in proper order. Need to follow the steps.
Brought me back to the basics	Will allow me to do a better job of the sales process	I now understand the total sales process	Do a better job of finding out all of their needs	VG	
The value of asking a properly structured question	The art of generating conversation through questions and listening	Closing, Handling Objections	Act of Commitment	VG	The training platform kept me engaged and challenged
Learned sales process and how it's implemented	Will help become a sales professional. Expand my sales knowledge	Listening to the customer Why people buy	Improve my listening and questioning skills	EX	Jason believes in the method and communicated it well.