

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
Get back on track with 7 steps to making a sale	Makes me think more before I - Act Don't React	Role-play over and over	Better organize the sales call, regular follow up, close sale	VG	Too much to absorb in two-days
A clear understanding of the Track Selling System and how it can be applied to my job and life in general	More effective communication with my loved ones and work associates. I will strive to be a better listener	-We are in the people business. -Don't focus primarily on our products and services. -People buy for their reasons, not ours. Also they buy based largely on emotion, so make sure to empathize and understand their drivers.	-Become a better listener. -Also, I would like to have my skills in applying this system to make improvements at work and at home	EX	-Jason, you did an excellent job presenting the material. -The pace was right and I believe that you effectively drove the key concepts home. Thanks!
-The selling method. -"Perfect Practice Makes Perfect"	I will make my phone calls, emails, and sales meetings more valuable	Listening better and asking open-ended questions will keep me on track and focusing on customer needs	Being more prepared before sales calls will make each interaction meaningful	EX	-I've only been in sales for about a year and it is excellent to have a clear method for gaining more friends and sales. -Thank you for your time.
I gained an understanding that I must re-learn my sales method to focus on people not products	It will help me to better manage relationships and see things from the other person's perspective	I gained clarity for staying on track and focus towards better preparation and planning	I would personally like to be less reactive and more introspective, while at the same time having the ability to show true empathy	EX	This seminar forced me to think in ways that I have long since abandoned
I can control the conversation by asking questions as they are more powerful than statements	I will become more of a listener and as a result of asking questions & listening, will be able to teach better (customers, colleagues, and my kids)	Focus – my job is to ask for the order. That is what I am paid to do. Remembering to see customer with "label on their forehead" WHAT WILL IT DO FOR ME?	Develop better method for sales, including the listening	EX	Even better second time through
That I am in the people business and I need to approach my job from less of a technical position	I will need to learn to listen more and ask open-ended questions. This should help me to be a better communicator	This course has provided a roadmap for me to follow as a salesperson	Listening, planning, overall communication	EX	Jason – You are a wonderful teacher. The course was well planned and kept us busy. Thanks for getting my sales career on "track"
Ability for myself to use a proven sales method to increase my business relationships	I can see using this for sales, people management and my personal life. The open ended questions, getting others to "do" the work, all to free me up to make more customer calls.	The power of listening, ability to focus on the customer when "they" are talking, limit features/benefits to what actually matters	Relationship building – move from the technical leader to a "people" leader	EX	Jason is an excellent speaker, keeps all involved, voice, presentation, and guides are supportive. Well versed and fun to be part of his training.
Recognition that we are selling to people and that is where our focus needs to be	-Be more positive. -Listen more. -Compliment people more.	-Every sales call should be approach with the same process. Practice the process. -Write objective for each call	-Pre-call planning. - Establishing objectives before making sales call. -Following the process	EX	Great content and well presented. Well organized. Stayed within time constraints

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-In sales we need to be people centered, not product centered. -Listen to what your customer has to say	I will “hear” what a customer wants and be better able to tailor a solution that meets his needs. In job and life people appreciate and value someone who will listen to them	-Use of reaction questions to draw out the prospects reaction to features and benefits -How to specify features and benefits -75% of the sale takes place in Approach and Qualification	-Listening; asking probing, information gathering questions (fact & feeling finding) -Applying a more methodical approach to selling and product managing	EX	-Workshop is applicable to work and life. It offers a system that is usable & valuable in both work and life. -I enjoyed the interaction with co-workers some of who I was meeting for the first time
-People prefer to talk, not listen. Be a good listener and be in control. -Try to be more of a people person	Although not directly in a sales role, I do on occasion get involved in sales and this will help me become more effective. -In life I will become a better listener	I would tend to dive right into technical data, not listen to determine an actual customer need. Now I will!	I need to be more relaxed in face-to-face meetings with customers; with better preparation I will be more relaxed.	EX	-This was all very interesting to me, the days flew by. -You kept it fun! I know I will practice what you tried to teach in such a short time. -Very Good!
Listening! By listening it allow me to get a very good understanding of the situation	-I am in sales. I’m a husband. I’m a father. I’m a manager. I’m an employee. I’m a citizen. I’m a person and I deal with people. -It is very important to have everyone on the same page as much as possible.	-Repetition – Discussions -Participation –Sharing -Writing notes and ...asking QUESTIONS!!!	Listening, delegating, and sticking to the plan	EX	-I liked the approach of casual interaction and learning from the group. -Jason did a very good job at facilitating
We are in the people business	I will focus on the people and not as much on selling our products and its features. Allow them to talk so I can understand what they are thinking	-Preparation and perfect practice will increase results. -Sales is a method and a process -People buy from people they like	-My ability to ask open ended questions naturally. -My ability to listen effectively and understand what my customers needs are	EX	-Jason did a great job of explaining each step and he kept it simple and make it fun. -I would like to take this training seminar again after I have more real world sales experience