



**Participant comments from Jeff Mowatt's
Becoming a Trusted Advisor
seminars held March 20, 2017**

"This allows our best performers to refine their approach, and allows others to see why the best are so good."

Trent Meyer, Executive VP

"Great information! This session has rejuvenated my perception on advising, selling, and valuing myself and my customers. This session will take SeedMasters' already excellent service to the next level."

Tim Zerr, Ace Advisor

"This allows us to deal more effectively with customers and build loyalty through trust, rather than through long winded conversations."

Caleb Friedrich, Engineering Training

"Jeff's session was great. This will keep me focused on the things I say and the way I say them; especially with the staff."

Jenn King, HR Generalist

"This gives our company tools to use to better communicate and build trust."

Cathy Wingert, Marketing Coordinator

"Jeff gave us a number of concepts that can be evolved individually and/or collectively = wins all around, positive evolution all around."

Cory Beaujot, Manager, Marketing/Communications

"This will provide better department to department interaction and improved relationships with dealerships."

Benjamin Johnson, Ace Advisor

"I enjoyed Jeff's seminar. This will help communication internally, building respect for others and services we provide to our valuable customers."

Murray Soanes, Technical Support

"Coworkers will now be more mindful of their attitudes (myself included) and how it impacts the company environment."

Michayla Liski-Ziegler, Marketing Coordinator