



**Participant comments from Jeff Mowatt's presentations,  
*The Art of Customer Service... Influence with Ease, April 14, 2011***

***“Jeff’s session was great. It gives me a better handle on how to deal with service issues of a sensitive and negative nature.”***

Valerie Steckler, Group Services Representative

***“One of our major struggles is dealing with our broker community. This session provided us with tools to establish our value beyond price.”***

Tarick Fadel, Manager – Group Reporting

***“Jeff’s seminar was just wonderful. This will help us understand our customers’ needs and apply key phrases to enhance service to our internal customers.”***

Kevin Tat, Research Analyst

***“Jeff’s session was great. It will help me to talk to more prospects and clients, therefore will promote more sign ups for the company.”***

Marilyn Kapeller, Sr Branch Rep

***“This helps focus and re-focus our approach to sales and customer service.”***

James Foremsky, Sales Manager

***“Jeff’s tips will help us work towards being different, which will automatically make us better.”***

Kam Haji, Sales Associate

***“I thoroughly enjoyed Jeff’s session. Jeff’s tips will improve service; even if perceived, improve long term relationships and reinforce trust.”***

Marg Kunyk, Corporate Sales Rep

***“This will improve the skill set of employees and offer tools to communicate more effectively.”***

Brenda Lennox, Major Account Coordinator

***“The information I learned will help me be more ‘in tune’ with the needs of customers and prospects.”***

Daryl Teron, Sr Branch Rep