



**Participant comments from Jeff Mowatt's presentations,  
*The Art of Customer Service... Influence with Ease*, April 18, 2010**

***"Great! Inspiring! Very, very helpful in dealing with customers (which we all have)."***  
Tracy Misko, Training Coordinator

***"Jeff's session will allow our organization to broaden and expand commitment to our customers."***  
Bryan Engel, Member Services

***"I think this will help long-term employees remember to take a step back and get back to the basics of helping every customer on an individual and personal level."***  
Rea Porttris, Reception/Administration

***"This will help get everyone working together for the benefit of the whole company."***  
Sheri Pollard, Assistant Travel Manager

***"I learned changes that will have an important effect on our service to our customers."***  
Sherry Huntley, Travel Manager

***"This will have a great impact on me and will make a difference in the organization as a whole."***  
Arlene Leeks, Office Manager

***"Jeff's tips will help develop my skills as a cold call salesperson."***  
David Hayter, Membership Consultant

***"This will increase member satisfaction and sales."***  
Don Johnston, VP Travel

***"Jeff's presentation helped make everyone more aware of the customers and what's needed to help make their experience with CAA great."***  
Krista Cher Kewich, Insurance Consultant

***"I love the organization and my job. I want to be the best that I can be for the company. Jeff has given me something to think about. I always thought that information was so important but Jeff's right. The reason our customers are sitting in front of me is they probably already know what I'm going to tell them. What they really need my interpretation of the info and my recommendations."***  
Phyllis Black, Office Manager