



Participant comments from Jeff Mowatt's presentation held January 30, 2009

"We will use Jeff's information to develop a consistent and exceptional customer experience at all of our locations."

Arthur Ward, Sales Manager, Jay Dee Equipment

"This experience will make our dealership a better environment for our customers and our staff."

Dale Bashforth, Service Manager, Maple Farm Equipment

"I left Jeff's session with a more positive outlook on a very stressful job."

Shelly Grandmont, Service Manager, Leo's Sales and Services Ltd

"This will create a positive change. It is always exciting to bring new ideas into the business when dealing with customers."

Bill McWatters, Service Manager, Moker & Thompson

"This will improve customer relations and customer satisfaction."

Alex Reschny, Branch Manager, Douglas Lake Equipment

"I will talk with our people about this session and relate the main concept of Jeff's discussion."

Gary Meador, Manager, Brooks New Holland

"As a result of this session I am going to build and implement a set of customer experience guidelines to put in place in our stores to create consistency for customers."

Aaron Lassu, Service, Battle River Implements

"This will help with dealing with customers; especially in situations where high stress levels and emotions are at play."

Jeff Just, Manager Field Service, Case – IH

"Jeff's presentation has offered a lot of insight into building trust with our customers."

Kevin Mooney, Injury Prevention Manager, CG Safety Association

"This can only make us better."

Rick Rahard, Service Manager, Tweed Farm Equipment

