



Participant comments from Jeff Mowatt's presentation held December 5, 2003

"I strongly believe this session will make a difference in our overall success if we actively work to make use of the information."

Dan Flanagan, President

"Best seminar I've been to. Hopefully this will make things a little easier in dealing with internal & external customers."

Jackie Oakes, Sales Administrator

"If any one else comes away with half of what I picked up at Jeff's session, they and the company will greatly benefit."

Len Thomson, Territory Manager

"I believe a lot of us were in a comfort zone, where we may not have realized a lot of the little things we could have been doing that can make a huge difference. Hopefully we will be more aware of these."

Jenni Graham, Territory Manager

"Jeff offers insight on how to get inside the customers way of thinking and allow them to voice what they expect from us."

Tony Credico, Territory Manager

"This session has made me think and realize that I have been found wanting in some areas of my chosen profession."

Scott Fraser, Territory Manger, Coffee Division

"Overall this was an excellent session. With the philosophy of a smaller family owned company, I realized things I do every day that could be misunderstood by customers and prospects."

Tyler Wright, Sales Rep

"Jeff showed me how to bring the 'wow factor' into my career and personal life."

Terri Hastings, Sales Associate

"This opened my eyes to things we do and say – and take things for granted too often with our customers."

Mark Niemi, Territory Manager

"Jeff introduced subtle changes to the way we speak with customers. Our language – terms. Easy to implement yet can make a significant impact."

Sherry McGlynn, Marketing