



**Participant comments from Jeff Mowatt's
The Art of Customer Service... Influence with Ease
seminars held December 19th and 20th, 2013**

“Wonderful presentation. I’ve never been to a seminar that had quite the impact that this one did. Jeff made me understand what the impact is when words and phrases are changed.”

Cassidy Lindenbach, Inside Sales Representative

“Jeff’s seminar was perfect. He has given us more insight into customer issues and how to keep our customers content and always coming back.”

Michelle Degenhardt, Service Clerk

“It was great! Jeff’s suggestions will help us make more money and have happier customers.”

Austin Ronyk, Parts

“Great information covering all department issues. This will help our ability to work as a large generational and divisional organization.”

Kevin Murphy, Service Manager

“I enjoyed every minute of Jeff’s seminar. This will help me be more attentive and articulate with dealing not only with customers but also coworkers.”

Brad Peever, Assistant Product Support Manager

“Employees will become better communicators to our customers and ambassadors for Kramer Ltd.”

Kal Paydli, North Parts Manager

“Jeff’s session will help to strengthen customer loyalty and to get rid of the customer perception that ‘they have to come here as we are the only CAT dealer around’. We can be more than that.”

Kent McLellan, Operations Supervisor

“With proper reinforcement from all levels of the organization, this will change the way we do business and make this a better place to work.”

Trent Meyer, General Manager – Parts

“This will greatly affect how I talk to customers over the phone and in person. The little tips, phrases and ways to handle situations.”

Shawn Huber, Parts Counter