



**Participant comments from Jeff Mowatt's
The Art of Customer Service... Influence with Ease
seminar held September 22, 2011**

“Jeff’s seminar helps us deal with customers in a manner that not only builds trust - but a relationship that keeps them coming back.”

Michael Nemetl, Sr Parts/JR. Salesman, Traction PPSI

“Everything was great. Jeff brought together a whole bunch of stuff I already knew but was not using. I really enjoyed all of this.”

Darlene Predhor, Purchaser, Paramount Parts

“Jeff provided great tools to utilize in my collection department.”

Jackie Hicks, Regional Credit/Admin. Manager, UAP Inc

“The tips Jeff outlined in the presentation will be very helpful!”

Craig Fraser, Purchasing/Operations, NAPA/Traction Brandon

“Listening to what Jeff has to say has made me appreciate my staff more and hopefully empower them.”

Douglas Ross, Director, Traction Auto Industrial

“New knowledge like this is always a great product to bring home to the rest of my team.”

Mark Krasicki, President, Unified Auto Parts Inc

“It will help me focus my staff on improving their customer relations.”

Leonard Whitney, VP of Sales, NAPA/Traction Auto Industrial

“It was perfect.”

Daniel Uglar, Marketing Manger, UAP

“This will help us to put common sense into action. I think everyone knows these rather simple rules but forgets to use them.”

Donavon Wormsbeckor, Outside Sales, Southern Industrial & Truck