



Western Wood Truss Association of Alberta
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Jeff Mowatt

Thanks for your presentation at the Western Wood Truss Association of Alberta conference March 15, 2012.

The feedback from our members was very positive and it appears that some of them are making changes from how they answer the phone to finding ways to make their customers life a little easier.

Jeff, what made your presentation special was the time you took preparing prior. By doing this preliminary work talking to members and getting to understand the wood truss industry you were able to provide accurate examples that were applicable to the attendees, not just a canned presentation.

Some of the positive responses from the members included how to take a look at the simple things you do every day and change them to be accurate and meaningful. You made them think of ways that they can influence their customers by doing things differently than the competition.

I would be pleased to recommend you to any group looking to increase effectiveness in acquiring and maintaining customers and feel free to have anyone contact me for a reference at (403) 279-3385.

Regards,

Dave Pasolli
Executive Officer
Western Wood Truss Association of Alberta