



**Participant comments from Jeff Mowatt's
Becoming a Trusted Advisor
seminar held January 26, 2015**

"This will help my team with peer coaching and consciously thinking of how we interact with customers."

Steve Wytrykusz, District Manager

"I will choose words and phrases more consciously which will impact my effectiveness and prestige with my customers."

Kevin Kuryluk, Territory Sales Rep

"By changing my wording in minor way I'll be able to have major influence."

Lorine McCook, Territory Sales Rep

"These are small changes that should create large results."

Rob Bishop, Sales and Seed Care Specialist

"These tips will assist in my preparations for my meetings and how I relate with my customers."

Kyla Yarmuch,, Territory Sales Rep

"This will change the way I talk with customers."

Paul Buck, Territory Sales Rep

"These tips will become common language for our group."

Rick Olsen, Customer Sales Rep

"This will assist us to have better conversations, trust and results with our customers."

Chris Spasoff, Agronomic Sales Rep