



**Participant comments from Jeff Mowatt's  
*Becoming a Trusted Advisor*  
seminars held December 3, 2018**

***"I loved the entire seminar. It should be mandatory for all sales people. Staff will be able to have better conversations with producers."***

Amanda Cockburn, Division Admin. Coordinator, Fort Saskatchewan

***"I thought it was valuable that Jeff researched our company so thoroughly. It was a lot more relevant and easier to retain the information he provided."***

Lauren Kochendorfer, CSR, Sexsmith/Hythe AB

***"Jeff's presentation was great. We will choose our words more carefully in conversations with our customers."***

Dean Lindballe, Manager, Innisfree AB

***"This will create more focus for me in my interactions with fellow staff. Positive is infectious too!"***

Darcy Humeniuk, Operations Support, Vergreville AB

***"Jeff's seminar has given me confidence to approach customers, speak with them and deal with their unique needs."***

Geoff Tatlow, Manager, Ponoka, AB

***"I think every staff member should take this course."***

Debra Green, CSR, Clyde, AB

***"It would be great to piggy-back this with a second session to make it a full day. This will help continue to build my relationships with not only my customers but all people I connect with."***

Laine Stefan, Branch Manager, Vergreville, AB

***"Changing how I communicate to my customers, whether its staff or growers with phrases like 'for you', 'as promised' and 'so that', are small ways to create BIG success."***

Clayton Dockstader, Location Manager, Killam, AB

***"Staff are my customers. If I change some of the words with those staff members, they can interact better with the farmer, creating more perceived value for the company."***

Colin Herman, Marketing Manager, Camrose, AB

***"Lots of great take aways and easy to apply. Going back to work with a different look on the bigger picture."***

Lana Centazzo, CSR, Lloydminster, AB

