



**Participant comments from Jeff Mowatt's
Becoming a Trusted Advisor
seminar held Nov 23, 2018**

"This was an excellent seminar! I really enjoyed the time. This will assist us with understanding and concentrating on the 'intangibles'"

Mike Whitehead, Branch Manager Kelowna, BC

"Jeff's presentation was perfect! This was a, "WOW - I want more!" experience. Would love Jeff to come back to Montreal."

Robert Rozon, Branch Manager Longueuil, QC

"Great tips for changing our selling approach."

Murray Finkbiner, President/COO Calgary, AB

"Excellent! Jeff shared strategies to take our business relationships to the next level."

Grant Yegavian, CFO, Bolton, ON

"Loved the very simple and easy suggestions to communicate and easy language to implement."

Angelo Campagna, Branch Manager, Toronto, ON

"This was great, helpful and fun. Wish there was more time."

Kent Finkbiner, Purchaser/Inside Sales, Calgary, AB

"By changing the way we interact with our customers it can ultimately change our business."

Robert Stirling, Sales Rep, London, ON

"Great presentation. By using this session I expect increased sales and more loyal customers."

Richard Seguin, Manager, Sudbury, ON

"This will be helpful to AFA in profits and efficiency."

Billy O'Brien, Branch Manager, Moncton, MB

"I and my staff will benefit from the better use of language in our daily interactions with our dealers. Resulting in increased sales!"

Heather Harder, Division Manager, Saskatoon, SK