



**Sample of participant comments from Jeff Mowatt's  
*Becoming a Trusted Advisor*  
virtual seminar held January 14, 2021**

***"Thank you for your presentation. I was inspired and I'm now refocused on putting your words to work."***

Cindy Bradley, Service Advisor , Inland Group, Kamloops

***"Thanks for that awesome session. The take away that will stick with me the most is that; every customer interaction either increases or decreases trust. Words that will stick with me from here on out."***

Rylan Sideroff, Truck Sales Consultant, Fort St John

***"This was fantastic and will be very beneficial for our group. My take away, "How small manipulation of words can change the perception and impact on a situation. "Every Interaction can INCREASE or DECREASE trust" this should be at the top of our thoughts each and every conversation."***

Garrit Kelm Regional General Manager-North, Fort St John

***"Thank you for a wonderful enlightening class!"***

Brenda Lohan, Service Advisor Burnaby

***"There are so many great take-aways from this session, but if I was to pick one, it would be: Trust – Every interaction either increases or reduces trust! Lots of ideas for me to share with department managers and other staff members!"***

Rick Sprentz, General Manager, Regina

***"I am sure we will be utilizing more of your services in future. The key phrase I will be utilizing will be 'sounds like'..."***

Andrew Johnston, CPA, CA\, CFO/Executive VP, Burnaby

***"Enjoyed the seminar. Our industry has become so fast paced that we forget that we are not just dealing with broken equipment, there is the human side as well. Appreciate you sharing your gifts and talents with us."***

Matt Allen, Director-Service Operations US, Fontana, CA

***"Thank you for the presentation, its great information. My take-a-way is the use of "would it make sense? would it be helpful/useful?" and "I'll take care of it" Thanks again and I look forward to another session."***

Curtis Robinson, Fixed Operations Manager, West Kelowna