



**Sample of participant comments from Jeff Mowatt's
Becoming a Trusted Advisor
virtual seminar held January 20, 2021**

Thank you, Jeff for the insightful presentation today! I loved how you made it relevant for JPLI from the quotes from the team members vs using the generic approach!

Alex Solovjovs, Finance Manager

Great session today, thanks so much. Very relevant to our team and useful in their day to days. I'll take several tips away from today.

Jamie Barbour, Vice President, People & Operations

Today's seminar was engaging, relevant, and the right length (for me!) One of the most notable takeaways for me is to pay attention to choose my language more thoughtfully.

Tyler Alberts, Director of Sales & Client Services - Western Region

I really enjoyed the presentation today. I thought it was good to hear these ideas and then think about how you can put them in practice. I plan on getting my entire team to create a new "Grand Intention" using as many of the 7 Customer Expectations as possible.

Jonathan Shapiro, Director of Sales & Client Services - Eastern Region

This seminar was a great way for us to wrap up our sales kick-off with reminders, tips and insights that will help us remain mindful of what we can do to build more trust with our customers and each other. I thought the Jeffardy bit was a great way to wrap things up. :)

Ivan Juric, President

I really appreciated that you took the time to connect with so many people in our organization to better understand our business.

Jonathan Guindi, Commercial Lease Manager

I was pleasantly surprised with your seminar! Usually, we have someone with retail sales experience telling us how to "manipulate" a client into buying. It never feels right! Your style of selling aligns perfectly with the way I have learned from my mentors. You reminded me of a few phrases, such as "would it make sense". I had learned these 20 years ago, and had forgotten all about them.

Robert Greek, Commercial Lease Manager

The session was very well received. The content was excellent and related to what we do, and how we should do it.

Roddie Davidson, Vice President Sales