



**Participant comments from Jeff Mowatt's  
Selling as a Trusted Advisor  
seminar held June 7, 2022**

***"Jeff's session was fantastic. I appreciate the research he did on our business and how he made it very relevant to our specific dynamic. I took lots of notes and will ensure I refer to them regularly – I will be sharing a lot of the material for training!"***

Kelli Upson, Senior Manager Lethbridge & Medicine Hat Studios

***"Amazing training session! It was captivating and I learned a lot in the half day seminar. The main take away that stood out to me was your HEAR acronym for hearing the customers needs. It is a simple way to make the conversation about them, have them acknowledge things in their life themselves, and gather information. I graduated from the university of Lethbridge with a BA In psychology and much of what Jeff said made total sense to me and kept me thinking the whole session. Thanks to Jeff for all the work he put in to make the session as great as it was!"***

Kirsten Krassman, Personal Trainer

***"Thank you for the informative zoom seminar today! My top takeaway was that every interaction builds or diminishes trust. This helps us empathize with our customers and understand their feelings towards the service we provide. I hope you found this helpful."***

Tiana Beda, Personal Trainer

***"Thank you, Jeff, for your impactful presentation and for bringing a well-rounded virtual seminar that staff could find relatable and easy to digest along with furthering resources in post. I look forward to the strategies and concepts discussed today being implemented in our studios."***

Richard McCarthy, Studio Manager

***"Great session today. 3 easy words to help you overcome objections. Feel, Felt, Found!"***

Skye Kaiss, Multi-Unit Operator

***"Thank you so much for the amazing opportunity to learn. Two of my biggest takeaways were the "Summarize your understanding and active listening with 'sounds like...'", and the phone greeting - instead of 'how are you' acknowledging the situation, and saying 'we haven't met yet'."***

Mick MacAdoo, Studio Manager

***"Thanks for the great session! The concept that stood out the most to me was about being a good listener and then relaying it back to the person."***

Laura Flood, Personal Trainer

***"Thanks again for your time! The tips and techniques Jeff shared with us were extremely helpful and I can definitely connect a lot of what he touched on to what we experience in the studio on a day to day basis."***

Ameer Al-Tameemi, Studio Manager

***“I really enjoyed Jeff’s zoom seminar! My biggest takeaway from the lessons taught was that Trust is everything. This is so important because if you don’t have trust with an individual than solidifying a personal connection is nearly impossible. Connecting that to a business viewpoint means that solidifying a sale is also very unlikely. Thank you for everything!”***

Taylor Winter, Personal Trainer

***“Thank you for the informative presentation. My key take away is proving your understanding when communicating with customers by using the key words “Sounds like”.”***

Kassidy Powerll, Senior Head Coach

***“Here are my top two tips I took from your webinar! Treating clients in a way that encourages autonomy (i.e. smart adults) in order to build trust since trust is everything! Before asking questions, tell them why you are asking those questions.”***

Madison Jerome, Head Coach

***“Jeff thank you for the session. My top take away tip is Believe in the product. It’s very clear those that take classes and believe in it are 100% better sellers of this service!”***

Sonia Ulmer, Personal Trainer