



**Participant comments from Jeff Mowatt's  
Trusted Advisor Customer Service  
keynote held September 18, 2024**

***"I wanted to reach out and say that your presentation at AMTPA today was excellent! You shared a lot of valuable insights and helpful tips, with just the right amount of refresher. I really gained a lot from it, but my biggest takeaway was the concept of answering the next unasked question. That one really resonated with me. Thank you so much for sharing your wisdom and experience!"***  
Kerry Boogaart, Property Tax Manager, City of Lethbridge

***"Thank you for your presentation today, it was insightful and engaging. My top takeaway was answer directly, and then elaborate. That will be helpful in being direct and transparent in my communication."***  
Adrienne Wilson, Supervisor, Financial Services, Rocky View County

***"Thank you for the presentation - it was very informative and definitely left me with a few 'aha!' moments. I think my biggest take away was wording messages positively, and also closing the loop. I really like the idea of giving time lines that are possibly more time than required, rather than dropping everything to complete a task or saying I'm too busy. I think combining this with closing the loop will enhance internal/external customer feedback considerably."***  
Matt Winters, Town of Redwater

***"This morning's presentation was fabulous. I picked up a lot of take away's. My top take away was to answer directly. I like it because it also forces me to focus, which will help me slow down and avoid rambling. I hope we get to have you present at our organization someday."***  
Angela Smith, Supervisor, City of Medicine Hat

***"I found your presentation very relatable and appreciated the knowledge you shared in that not only can it be applied in our work life but also in our personal relationships. I think my favorite thing you said the entire presentation was at the end when you said, "your words can elevate people or diminish people – choose them wisely". Thank you so much for sharing the great work you do."***  
Courtney Gray, Tax Clerk, Thorhild County

***"I really enjoyed your keynote at this year's AMTPA Tax Conference, it was extremely insightful. My biggest key takeaway was the impact of the way things are worded; it's not the line, it's the delivery. Being a week out from taking all this in, I've started using "for you" more and I have already felt I've gained more positive responses than I would've anticipated. Thank you for sharing this advice and knowledge."***  
Conor Tweedle, Finance Manager, Town of Drayton Valley

***"Thank you so much for your presentation last week at the AMTPA Conference in Edmonton, it was impactful on many levels! My top takeaway from your presentation was to answer the question first, then elaborate. I find myself often trying to 'soften the blow' when the answer isn't positive and can often circle the answer before actually landing on it."***  
Ada Roberts, Tax Representative, Rocky View County

***“As promised, this is my takeaway from your wonderful presentation: switching from asking “do you want...?” to “would it be helpful/make sense...?”***

Angela Bilski, Municipal Training Advisor, Alberta Municipal Affairs

***“I really enjoyed your presentation today. I especially liked the keepers. So that was my favorite.”***

Cassandra Roberts , Mountain View County

***“SOUNDS LIKE you had a great presentation this morning. AS YOU PROMISED you will deliver the helping sheet to handle my SERVICE REQUEST in a better manner here is my email and expecting you will TAKE CARE of it in the next 24 Hours SO THAT I can share with my coworkers.”***

Carmen Puiu, Town of Sexsmith

***“Thank for speaking today at the conference, it is my first time attending. The takeaway I will use is “So That”. Simple bridge phrase with big impact.”***

Andy Carpenter, Town of Wetaskiwin

***“My one take away is “you’re probably wondering about.”***

Travis Horne, President Municipal Assessment Services Group Inc.

***“Thank-you for the engaging session. I thoroughly enjoyed it. My key takeaway is ‘Honesty; answer directly, then elaborate’.”***

Jeffrey Morrison, General Manger of Corporate Services, Yellowhead County

***“My favorite take away is the notion of a service request rather than complaint.”***

Diana Sargent, Financial and Corporate Services, City of Edmonton

***“Rephrasing words such as concern, complaint and issue to ‘service concern.’ Thank you for the terrific learning session.”***

Sandra Vesnaver

***“I liked the change of phrases as well as the internal dialogue. Some good take aways to share and utilize.”***

Christa French, SUMA

***“My favorite take away was change complaint to concern.”***

Louise Gostick, Director of Corporate Services, MD of Spirit River

***“Thank you again for your excellent presentation at the AMTPA conference last week. One of the key ‘takeaway tips’ for me was “close the loop”.***

Janice Wetzstein, Taxation Coordinator, City of St. Albert

***“My take away is the words FOR YOU.....I already tried it on someone and they repeated the words FOR ME?? So those are catchy words.”***

Cheryl McRae, Director of Corporate Services, County of Two Hills

***“My top takeaway from your session is that everything in professional communication comes down to being someone's trusted advisor. It is not necessary to be a friend but a trusted advisor can help create plans and a safe place to explore ideas.”***

Ushba Khalid, Kneehill County

***“I really enjoyed your presentation at the recent AMTPA event. Some of my favorite takeaways were: making and keeping commitments even when you might not HAVE to. “For you”. And the concept of just getting to the point as oppose to trying to pretend the phone call or interaction was a friendly conversation, which in a lot of cases, it is not. I would still consider myself new to***

***the municipal world, and trying to talk people down off a ledge has been one of my biggest hurdles.”***

Rose Chapman, Assistant Tax & Assessment Clerk, County of Stettler

***“I have very much enjoyed your presentation and also learned more about the top 7 customer expectations. Can you put me on your mailing list which I would appreciate – thank you.”***

Terence Cheah, Team Lead, Tax Advisory Services, City of Calgary

***“I enjoyed your session last week at the AMTPA Conference. I have already mentioned the two words ‘For You’... and the girls here like it and are going to try it out.”***

Marilyn Laurin, Tax Officer, Town of Didsbury

***“I really enjoyed your presentation at the AMTPA conference last week. One of my takeaway tips from your presentation is to change complaint/concern to service request. I also realized that my messages aren’t very positive and it is making me consciously think about what/how I say it. My face certainly gives away what I am thinking. Thanks for the great tips.”***

Tina George, Assistant Chief Administrative Officer, Village of Boyle

***“There were many take aways from your presentation Jeff. I particularly liked ‘make commitment and keep commitment’ Don’t say ‘I’ll try... say I’ll get that to you in 24 hrs (eg) . We don’t try, we do!. Thank you Jeff for the great presentation, thoroughly enjoyed.”***

Darla Morrison, Utility Tax Officer, Town of Mayerthorpe

***“The one take away I got from your session Trusted Advisor Customer Service that was at the AMPTA conference was choosing your words. Adding ‘For You’ can create such a positive effect. I always ask people on the phone (even those I do not personally know) how they are at the start of the conversation. Never realizing that it doesn’t matter and they don’t care. Also changing the term complaint or concern to a service request. Very great session and I plan to recommend it to everyone.”***

Lacey Zelenika, Tax Clerk, MD of Wainwright

***“For You and within 24-48 hours. These will be very useful for everyday. Thank you! I really enjoyed your talk on September 18 at the AMTPA Conference.”***

Karen Staples, Administrative Officer, Town of Valleyview

***““I can take care of that for you.” Your presentation was very good.”***

Nancy Beck, Financial Services Manager, Vulcan County

***“My takeaway was the 7 customer expectations – I enjoyed how you showed us and made it easy to remember – by reinforcing by pictures. I enjoyed you session and learnt a number of take away. I look forward to receiving the phrases and additional information.”***

Shelley Marsh, Director of Business Services

***“Great session. Top takeaway was word choices. Looking forward to adding ‘For You’ and ‘Service Request’ to my vocabulary.”***

Christine Ring, Property Tax & Assessment Clerk, City of Brooks

***“My one biggest take away was to word messages positively. I have a habit of focusing on the negative especially when the question or originating comment has a negative connotation. And I really have to try harder to close the loop. It’s funny because both tips cross over from personal life to work life. Thank you for the time you shared with us!”***

Sheila Lupul, Town of Two Hills