

The Switched-On Selling Seminar Analysis for Dave's Claremore RV, Inc.

by

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Contents

Executive Summary.....	1
Analysis.....	2
Overall Response Totals.....	2
Responses to Select Questions Reveal Significant Changes.....	2
Field Study Shows How SOS Seminar Affects Bottom Line.....	7
Statistical Analysis.....	8
Comments from Seminar Attendees.....	8
Comments from Attendees of Other Switched-On Selling Seminars.....	9
Appendix A. SOS Pre-and Post-Course Questionnaire.....	10
Appendix B Remaining Three Months Later Questionnaire Graph Results.....	11
I Research Potential Clients Prior To Contacting Them.....	11
I Enjoy Selling.....	12
I Am Effective As A Salesperson.....	12
I View Myself As A successful Salesperson.....	13
It Is Easy For Me To Make Cold Calls In Person.....	13
I Am Comfortable Talking On The Phone.....	14
I Am Comfortable With Face To Face Visits.....	14
I Develop A Rapport Quickly With A Client.....	15
I Effectively Begin The Presentation.....	15
I Effectively Answer Objections and Questions.....	16
I Am Comfortable Asking For The Order and Closing The Sale.....	16
It Is Easy For Me To Write Proposals.....	17
I Provide Effective Customer Service.....	17
I View Myself As Prosperous.....	18

Figures

Figure 1. Original Study - Overall Average of Pre- and Post Seminar Responses.....	2
Figure 2. Pre, Post and 3 Months After Course - Seminar Responses: I Handle Rejection Well.....	3
Figure 3. Pre, Post and 3 Months After Course: It is Easy for Me to Make Cold Calls in Person.....	4
Figure 4. Pre, Post and 3 Months After Course: It is Easy for Me to Ask Clients for Referrals.....	5
Figure 5. Pre, Post and 3 Months After Course: I Offer My Clients Other Opportunities.....	6

The Switched-On Selling Seminar Analysis for Dave's Claremore RV, Inc.

Executive Summary

The Switched-On Selling (SOS) seminar is a one-day training program and was designed by Jerry V. Teplitz, JD, PhD, CSP to allow participants to overcome their fears so that they can become more successful salespeople. The SOS Seminar is revolutionary because it does not teach a single sales technique. Rather, it teaches participants how to determine which areas of the selling process are causing him or her stress and difficulty. Then participants learn how to use movement exercises called Brain Gyms[®] to rewire their brains so that they are able to immediately adapt to new opportunities and changes.

Brain Gyms[®] are movements and exercises that were originally developed by Dr. Paul Dennison and Gail Dennison. Dr. Dennison has a PhD in Education and began researching the concept of using movement to assist children and adults with learning disabilities. The work was so successful that today it is taught in schools in over 86 countries.

Dr. Teplitz received his certification to teach Brain Gym in 1986 and saw that the primary focus was teaching Brain Gym in school systems and helping children and adults improve their lives. He realized that no one was teaching this in the business arena, which was the focus of his speaking and training business. He received the Dennison's permission to develop the *Switched-On Selling Seminar* and began teaching it in 1989. He originally conducted a study with 695 sales people on the impact of the seminar.

This report is an analysis of the results of Dave's Claremore RV, Inc. in Oklahoma having their sales force attend and participate in the one day SOS Seminar. The seminar was attended by 25 of their sales people. At the beginning of the seminar day, the participants completed a self-assessment questionnaire, they completed it again at the end of the one-day seminar, and then they completed the form again three months later. Eighteen of the 25 participants responded to the three month later forms.

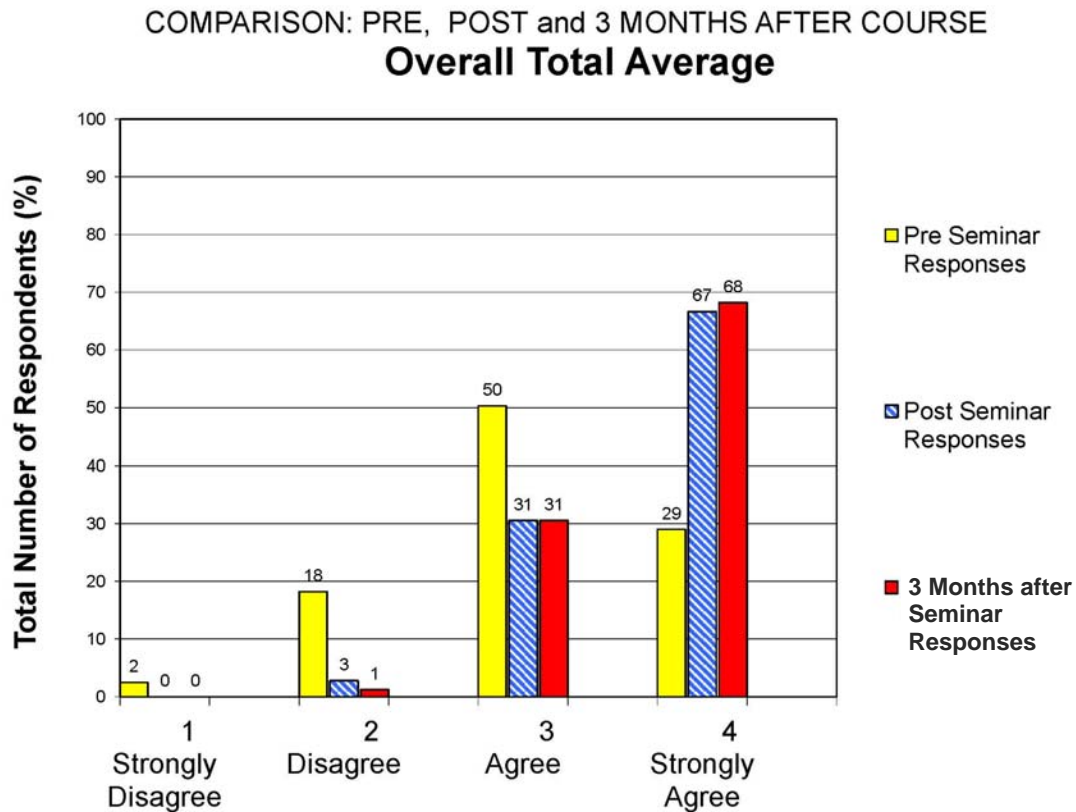
The responses to the initial questionnaire indicated how the participants viewed themselves in relationship to the selling process. Participants' responses to the questionnaire immediately after the seminar indicated whether the experience of the seminar changed their perceptions of themselves. Administering the questionnaire three months after the seminar determined whether the changes indicated on the second questionnaire were maintained, increased or decreased. The analysis shows that the participants' self-perceptions of their sales abilities improved dramatically at the end of the seminar. The three-month later analysis also shows that participant's positive perceptions about their sales abilities was either maintained or improved when they were back in the field selling RVs.

Analysis of Overall Response Totals

Figure 1 provides the results of the summary of all the responses to all the statements on the questionnaire from the 18 participants who completed the form three times. On the pre-seminar questionnaire (yellow bars), 2% rated themselves as “Strongly Disagree” and 18% rated themselves “Disagree” for a total of 20% of the participants rating themselves negatively on their ability to be effective salespeople. Fifty percent of the respondents selected “Agree” and 29% selected “Strongly Agree”. These results point to the fact that, overall, the sales force at Dave’s RV are quite positive about selling.

At the end of the seminar (blue striped bars), the post-seminar results indicated that only 3% selected “Disagree” while 31% selected “Agree” and 67% selected “Strongly Agree”. This means that 97% of the participants now viewed themselves on the positive side of the selling process.

On the three-months later forms (red bars), 99% were on the positive side, while only 1% still responded “Disagree”. These responses show that a sales force that views selling positively to begin with can still dramatically increase their perceptions by the end of the seminar and maintain these perceptions three-months after the seminar.



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

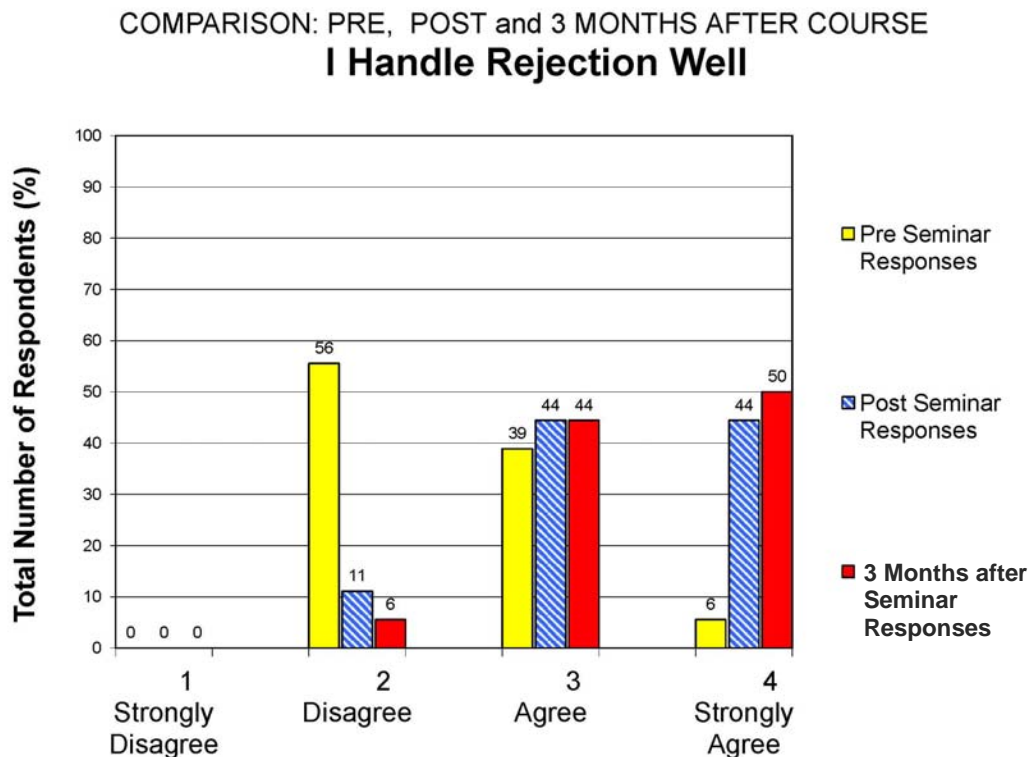
Figure 1. Overall Average of Pre- and Post-Seminar Responses

Responses to Select Statements Revealed Significant Changes

The responses to the following graphs examine the changes that were the most dramatic with regard to the participants' attitudes. We will now examine the first question:

Statement:

- *I handle rejection well*



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

Figure 2. I Handle Rejection Well

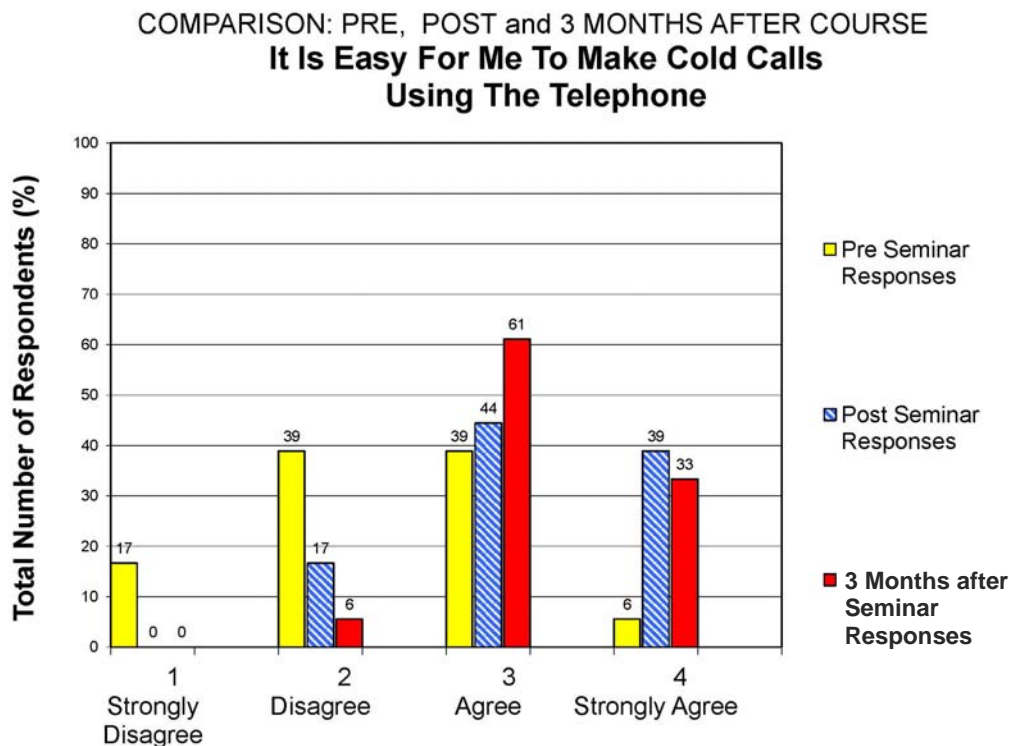
Figure 2 illustrates responses to this statement on the pre-, post-seminar and three-month later questionnaires. Fifty-six percent of participants responded negatively to this statement at the beginning of the seminar. At the end of the seminar, the number of negative responses dropped to 11%. Three months later the negative responses dropped to 6%.

On the positive side, at the beginning of the seminar 39% responded “Agree” while 6% responded “Strongly Agree”. At the end of the seminar this number in the “Agree” category moved up to 44% and on “Strongly Agree” it increased from 6% to 44%.

On the three-month later forms, the “Agree” category stayed at 44% and the “Strongly Agree” category increased to 50%. This meant that 94% of the participants were now on the positive side.

Statement:

- *It is easy for me to make cold calls using the telephone*



*Pre and Post SOS respondents limited to those who returned 1 month Later survey

Figure 3. It Is Easy For Me To Make Cold Calls Using The telephone

In Figure 3, a total of 56% of the participants responded “Strongly Disagree” (17%) or Disagree (39%) to this statement on the pre-seminar questionnaire. On the post-seminar questionnaire, no one selected “Strongly Disagree”, while 17% selected “Disagree”. On the three month later form only 6% selected “Disagree”.

On the positive side 39% responded “Agree” and only 6% responded “Strongly Agree” on the pre-seminar questionnaire. On the post-seminar questionnaire, the Agree category moved up to 44% and “Strongly Agree” jumped to 39%.

On the three-month later form those selecting Agree jumped to 61% and “Strongly Agree” dropped slightly to 33%. This meant that instead of 45% on the positive side at the beginning of the seminar there were now 94% having a positive self-perception on this statement.

Statement:

- ***It is easy for me to ask my clients for referrals***

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
It Is Easy For Me To Ask Clients For Referrals

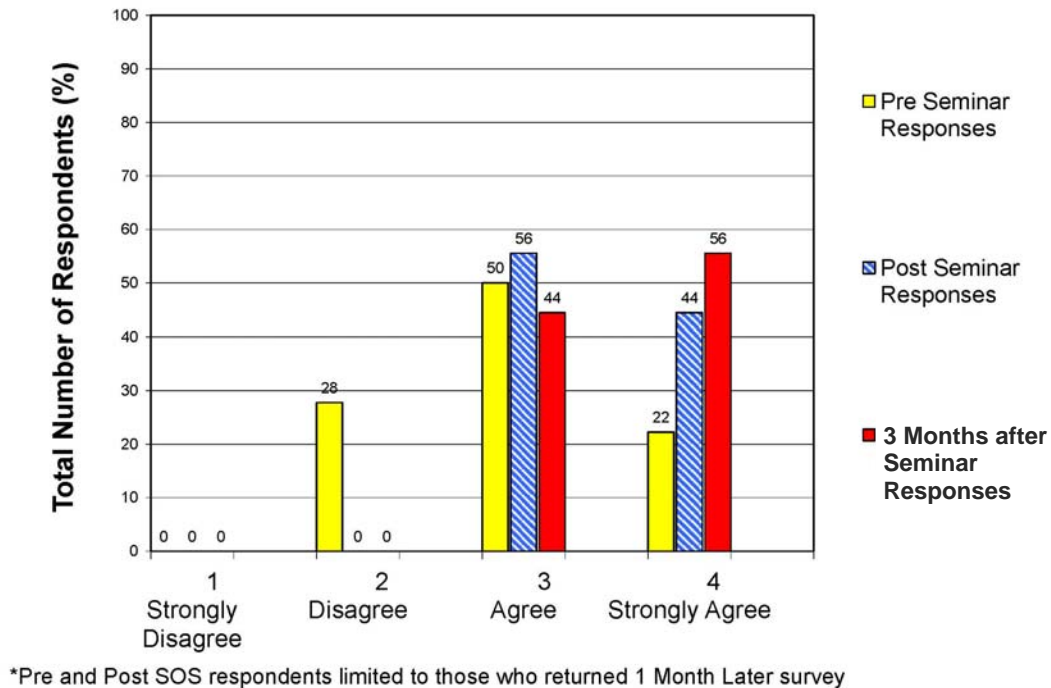


Figure 4. It is easy for me to ask clients for referrals

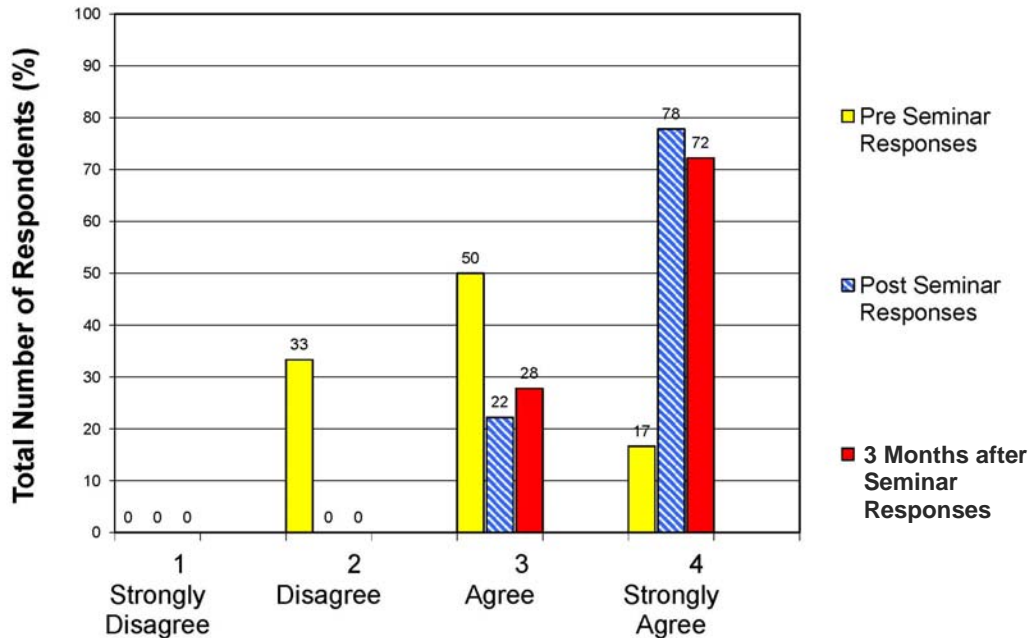
Figure 4 illustrates responses to this statement. On the pre-seminar questionnaire, 28% of the participants responded "Disagree" to this statement. On the post-seminar questionnaire, and on the three-month later questionnaire, none of the participants responded this way.

On the pre-seminar questionnaire, 50% of participants responded "Agree" and 22% responded "Strongly Agree". On the post-seminar questionnaire, 56 selected "Agree" while 44% responded "Strongly Agree". When participants returned to the field, the results of the three month questionnaire show that they continued to have a positive self-perception with 44% responding "Agree". The "Strongly Agree" category increased to 56%. which meant that one hundred percent of the attendees were now responding on the positive side.

Statement:

- ***I offer my clients other opportunities***

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Offer My Clients Other Opportunities



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

Figure 5. I offer my clients other opportunities

In Figure 5, 33% of the participants responded “Disagree” to this statement on the pre-seminar questionnaire while no one responded “Strongly Disagree”. On the post-seminar questionnaire and on the three month later form, no one was still on the negative side.

On the positive side, 50% responded “Agree” and 17% responded “Strongly Agree” on the pre-seminar questionnaire. On the post-seminar questionnaire, the “Agree” category moved down to 22% while the “Strongly Agree” responses jumped to 78%.

On the three-month later forms those selecting “Agree” increased to 28% and “Strongly Agree” dropped slightly to 72%. This meant that 100% of the respondents were now on the positive side on this statement.

Two Field Studies On How The SOS Seminar Affects The Bottom Line

South Carolina Farm Bureau Insurance Company

Although the graphs shown above and those in Appendix B indicate that Dave's Claremore RVs sales force's self-perceptions change significantly as a result of attending the Switched-On Selling seminar, companies and salespeople are most interested in learning how these changes correlate to bottom line dollars.

To discover how the SOS Seminar affected salespeople's bottom line, the South Carolina Farm Bureau, an insurance company, conducted its own study. Its sales force was divided into two groups, one that attended the seminar, and one that did not. This second group was the control group.

The company tracked both groups for four months after the seminar and then compared everyone's sales figures from the previous year against those from the current year. Sales people who attended the SOS Seminar increased sales 39% over the control group which had no increase in sales.

For insurance agents, the figure for increased premiums is considered even more important than sales figures. The results demonstrated that the group that attended the seminar increased their premium levels 101% while the controls only increased premiums by 30%. This was a 71% increase in the bottom line for the SOS Seminar attendees.

A-Active Termite & Pest Control

The President of A-Active Termite & Pest Control, Kevin Kordek, had heard Dr. Teplitz speak to his Entrepreneurs' Organization during the middle of the recession. Kordek decided to have half his sales force attend an SOS Seminar that Dr. Teplitz was conducting in August 2008 during the middle of the recession. Dr. Teplitz advised Kordek to have his mediocre sales people attend the seminar. Kordek agreed.

Kordek is very heavily into tracking statistics and he discovered that 6 of the 8 sales people who attended the seminar had jumped above his top tier sales people. These mediocre sales people had created a new top tier.

In October 2009, Kordek put the rest of his sales force through the seminar. A year later, Kordek informed Dr. Teplitz that his profits had doubled, which was amazing since this was during the Great Recession and the slow recovery. A-Active Termite and Pest Control had also become the number one distributor in the country on two of its high end product lines and one of Kordek's sales people had increased his sales by 300%.

In addition, Kordek said 2 of the 6 who originally jumped above his top tier sales people thought the SOS Seminar was a waste of time. Four months after the seminar, Kordek brought the 2 non-believers into his office and showed them their sales statistics prior to taking SOS and their stats after the seminar and even they finally agreed that the impact on their sales figures was due to their attending the SOS Seminar.

This means that the SOS Seminar is not a program that you need to believe in for it to work, you simply have to attend and participate in the experiences during the program for the impact to occur.

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Statistical Analysis

A statistical analysis was performed on the results from the pre- and post-seminar questionnaires and the questionnaires completed three months after the seminar. The analysis of variance of the three levels yielded an F-ratio of 122.76 (df=2, 120), which is significant beyond the .0001 level. It indicates that there is a significant difference among the three test periods.

A subsequent test, the Newman-Keuls Analysis, revealed that the post-seminar and three-month follow-up questionnaires did not differ from each other but that both of them differed from the pre-seminar questionnaire. In other words, the Switched-On Selling Seminar had a significant effect on the participants between the first and second time they completed the form, down to the .0001 level. A statistically significant difference between the post-seminar and three-month follow-up was not found. The hypothesis points to the fact that the seminar had a significant and sustaining effect on participants.

Comments from Dave's Claremore RV Seminar Attendees

"Great eye opener!"

"Fun."

"This program will help me view negative situations more positively."

"Reinforces positive thinking and gives a way to reprogram negative influences."

"If you believe, you will receive."

"Being brought to awareness about positive energy."

"With these steps I will maintain my spot as top salesman."

"I came in leery of the seminar, but I left believing in the theory's and exercises."

"It was very good."

"The seminar teaches how to combat negativity."

"Motivating."

"I feel energized."

"This has made me more prepared."

"Positive thinking is everything."

"Energized like the Energy Bunny!"

"I feel really energetic and hyped-up!"

"I feel more confident."

Comments from Attendees of Other SOS Seminars

"I would like to go on record as very strongly recommending both you and your Switched-On Selling Seminar. Perhaps its greatest strength is that it doesn't require the usual follow-up, reinforcement and retraining that most traditional methods require."

William T. Brooks, Master Sales Trainer
The Brooks Group
Greensboro, NC

"The day after the seminar, the results were instantaneous. We closed seven contracts, seven times more than we had done during the preceding eight months. By the end of the week, we had 18 signed contracts."

Serge Gravelle, Webmaster
Largo, FL

"Before I completed your course, I was averaging one insurance sale a week, and then afterwards it went up to 2.5 sales a week. After five months of maintaining this level, I changed companies and my sales increased even more dramatically. After my first five weeks, I was the top agent in the office."

Veda Stern, Insurance Salesperson
Virginia Beach, VA

"The Switched-On Selling experience had the greatest impact in the shortest period of time of any program I have seen in my many years in sales management."

Robert E. Donovan, Director of Life Sales
The Independent Order of Foresters
San Diego, CA

"I just had to write and thank you for your Switched-On Selling seminar. I never experienced and single event to bring about such a profound change in my life, in fact, if someone had told me the impact it would have on me, I would never have believed it!"

Lucia Occhiuzzo, Financial Advisor
Dallas, TX

"What was great about your program is you showed sales reps how to reprogram their thinking so they are highly effective. This should be a required seminar before anyone takes traditional sales training. You have found the missing piece!"

Andy Miller, Sales Trainer
Sandler Training Institute
McLean, VA

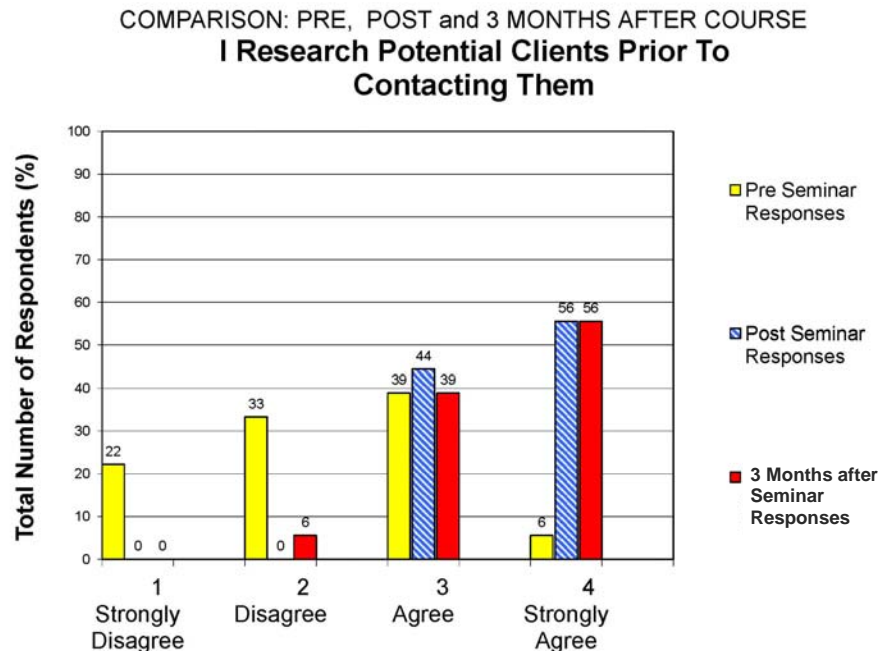
Appendix A. SOS Pre- and Post-Course Questionnaire

1. I handle rejection well.
 Strongly agree Agree Disagree Strongly Disagree
2. I research potential clients prior to contacting.
 Strongly agree Agree Disagree Strongly Disagree
3. I enjoy selling.
 Strongly agree Agree Disagree Strongly Disagree
4. I am effective as a salesperson.
 Strongly agree Agree Disagree Strongly Disagree
5. I view myself as a successful salesperson.
 Strongly agree Agree Disagree Strongly Disagree
6. It is easy for me to make cold calls using the telephone.
 Strongly agree Agree Disagree Strongly Disagree
7. It is easy for me to make cold calls in person.
 Strongly agree Agree Disagree Strongly Disagree
8. I am comfortable talking on the telephone.
 Strongly agree Agree Disagree Strongly Disagree
9. I am comfortable with face to face visits.
 Strongly agree Agree Disagree Strongly Disagree
10. I develop a rapport quickly with a client.
 Strongly agree Agree Disagree Strongly Disagree
11. I effectively begin the presentation.
 Strongly agree Agree Disagree Strongly Disagree
12. I effectively answer objections and questions.
 Strongly agree Agree Disagree Strongly Disagree
13. I am comfortable asking for the order and closing the sale.
 Strongly agree Agree Disagree Strongly Disagree
14. It is easy for me to write proposals.
 Strongly agree Agree Disagree Strongly Disagree
15. I provide effective customer service.
 Strongly agree Agree Disagree Strongly Disagree
16. It is easy for me to ask my clients for referrals.
 Strongly agree Agree Disagree Strongly Disagree
17. I offer clients other opportunities.
 Strongly agree Agree Disagree Strongly Disagree
18. I view myself as prosperous.
 Strongly agree Agree Disagree Strongly Disagree

Appendix B.

Remaining Three Months Later Questionnaire Graph Results

The following graphs analyze the other statement responses on the questionnaire administered three month after the Dave's Claremore RV SOS Seminar.

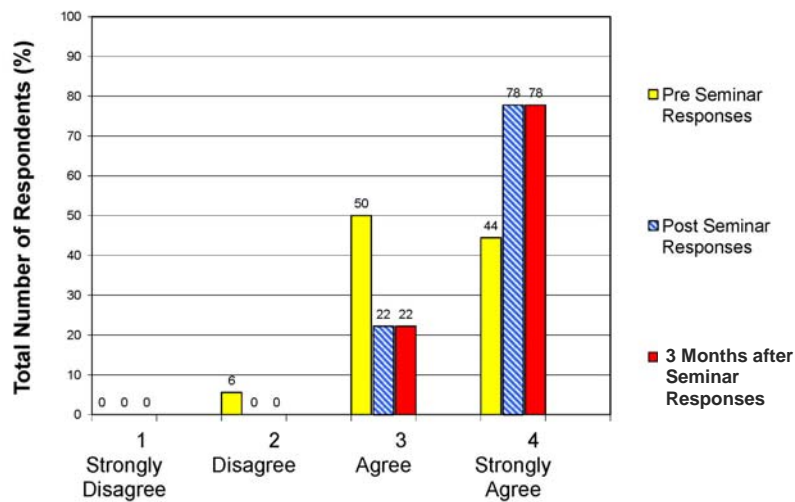


*Pre and Post SOS respondents limited to those who returned 1 month Later survey

In the pre-seminar responses, 22% responded “Strongly Disagree” and 33% responded “Disagree” while 39% selected “Agree” and 6% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 44% selected “Agree” and 56% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” and 6% selected “Disagree” while 39% selected “Agree” and 56% selected “Strongly Agree”.

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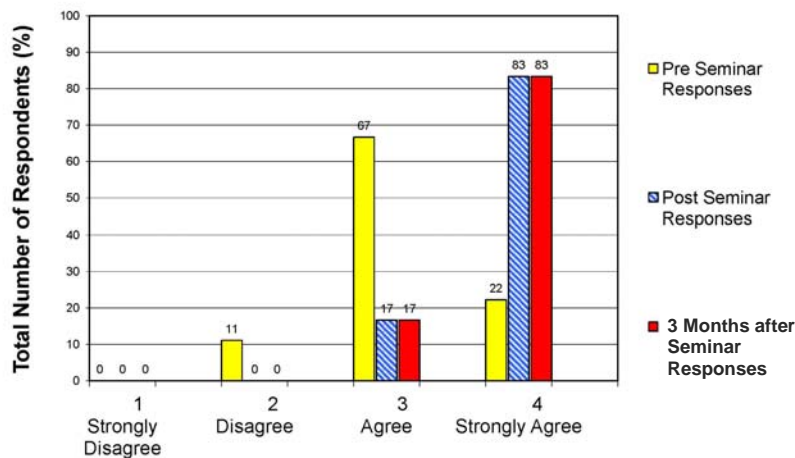
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Enjoy Selling



*Pre and Post SOS Respondents limited to those who returned 1 Month Later Survey

In the pre-seminar responses, no one selected “Strongly Disagree” and 6% responded “Disagree” while 50% selected “Agree” and 44% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 22% selected “Agree” and 78% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 22% selected “Agree” and 78% selected “Strongly Agree”.

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Am Effective As A Salesperson

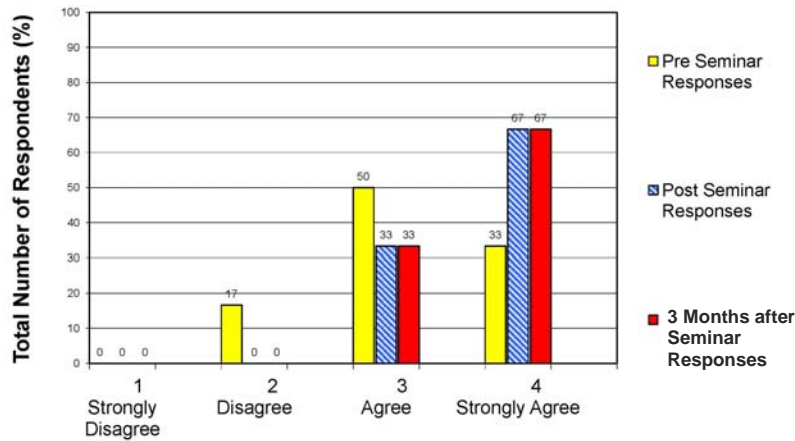


*Pre and Post respondents limited to those who returned 1 month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” and 11% responded “Disagree” while 67% selected “Agree” and 22% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 17% selected “Agree” and 83% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 17% selected “Agree” and 83% selected “Strongly Agree”.

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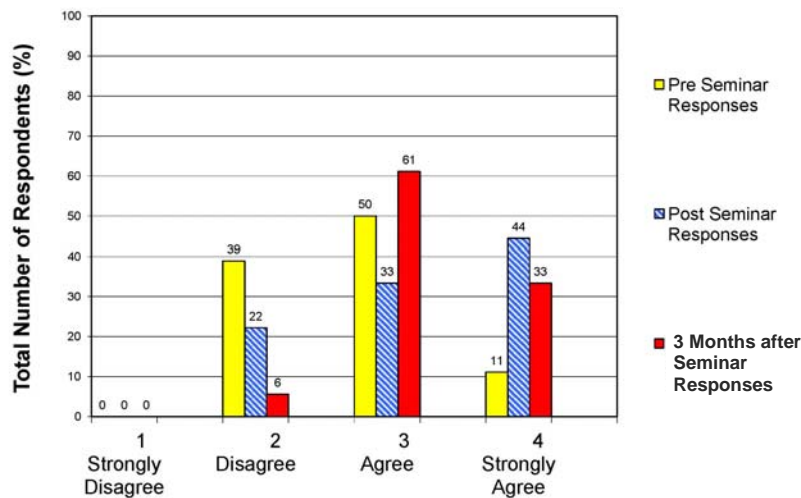
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I View Myself As A Successful Salesperson



*Pre and Post respondents limited to those who returned 1 month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” and 17% responded “Disagree” while 50% selected “Agree” and 33% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 33% selected “Agree” and 67% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 33% selected “Agree” and 67% selected “Strongly Agree”.

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
It Is Easy For Me To Make Cold Calls In Person

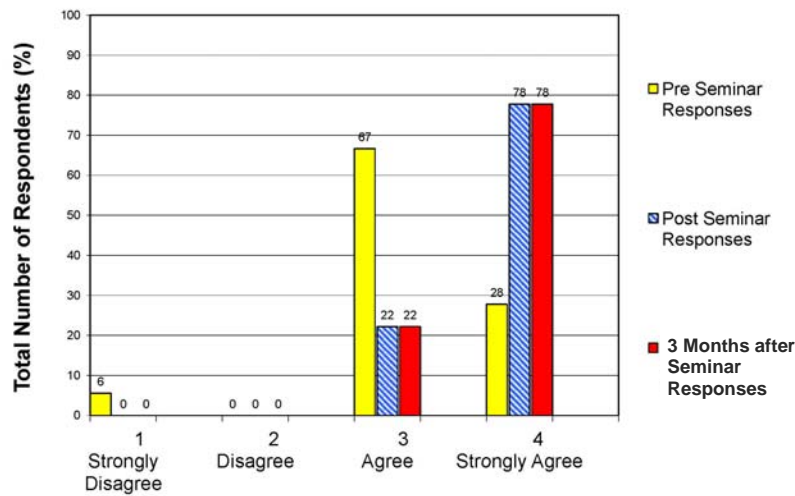


*Pre and Post SOS respondents limited to those who returned 1 month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” and 30% responded “Disagree” while 50% selected “Agree” and 11% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” while 22% selected “Disagree” and 33% selected “Agree” and 44% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” while 6% selected “Disagree” and 61% selected “Agree” and 33% selected “Strongly Agree”.

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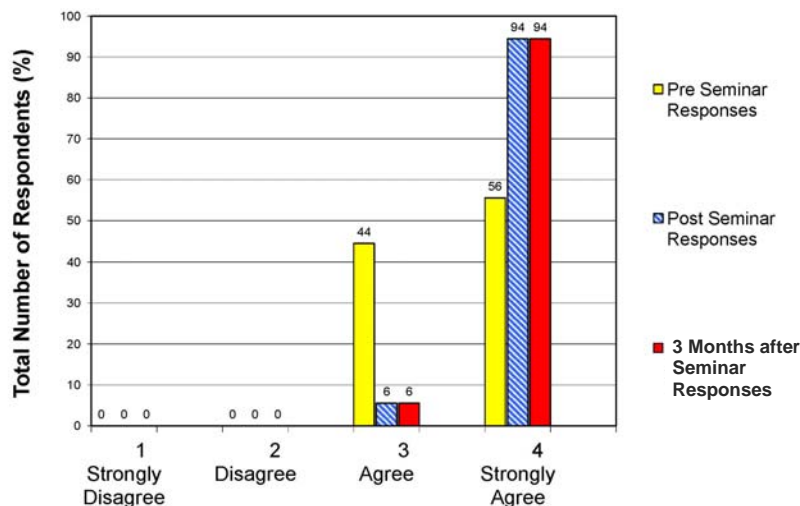
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Am Comfortable Talking On The Phone



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, 6% selected “Strongly Disagree” and no one responded “Disagree” while 67% selected “Agree” and 28% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 22% selected “Agree” and 78% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 22% selected “Agree” and 78% selected “Strongly Agree”.

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Am Comfortable With Face to Face Visits

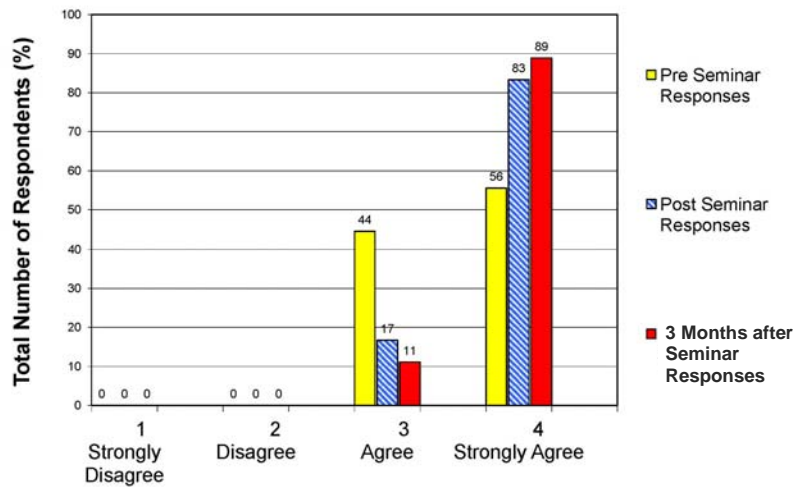


*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 44% selected “Agree” and 56% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 6% selected “Agree” and 94% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 6% selected “Agree” and 94% selected “Strongly Agree”.

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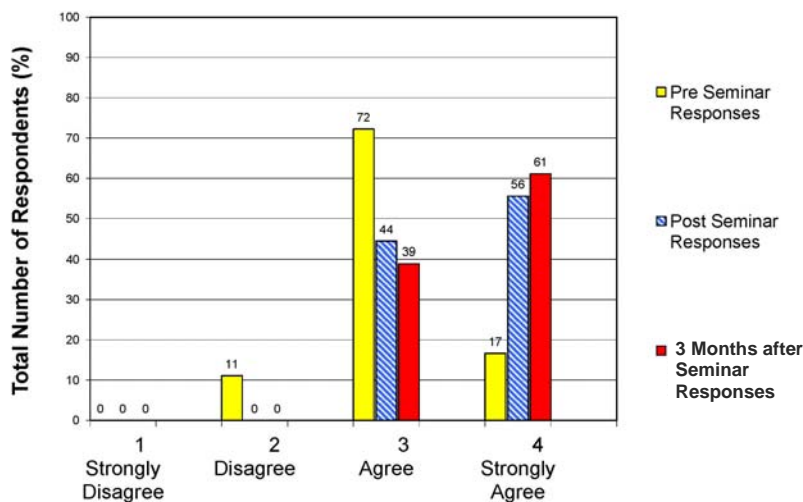
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE I Develop A Rapport Quickly With A Client



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 44% selected “Agree” and 56% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 17% selected “Agree” and 83% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 11% selected “Agree” and 89% selected “Strongly Agree”.

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE I Effectively Begin The Presentation

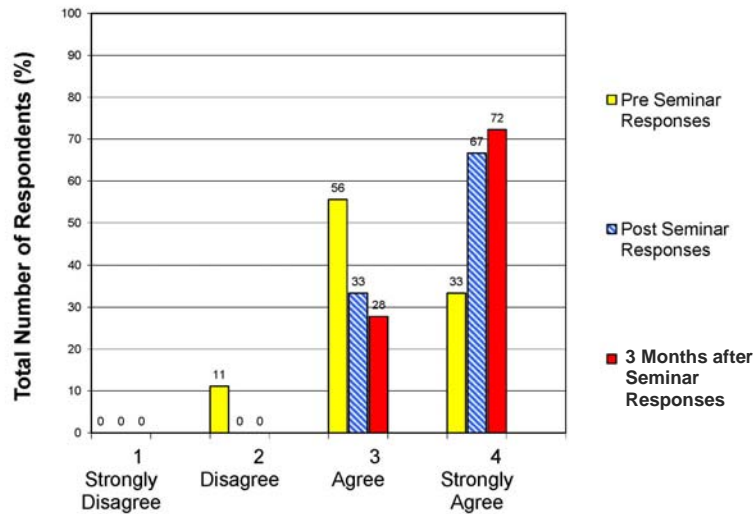


*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” while 11% selected “Disagree” and 72% selected “Agree” and 17% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 44% selected “Agree” and 56% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 39% selected “Agree” and 61% selected “Strongly Agree”.

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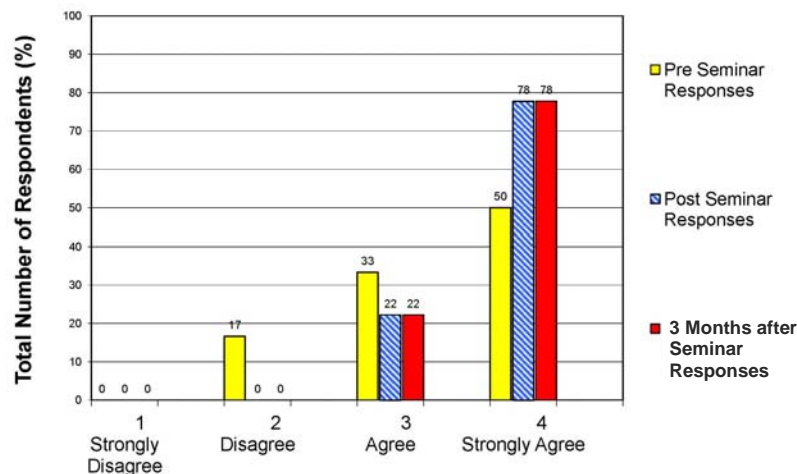
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE I Effectively Answer Objections And Questions



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” while 11% selected “Disagree” and 56% selected “Agree” and 33% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 33% selected “Agree” and 67% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 28% selected “Agree” and 72% selected “Strongly Agree”.

COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE I Am Comfortable Asking For The Order And Closing The Sale

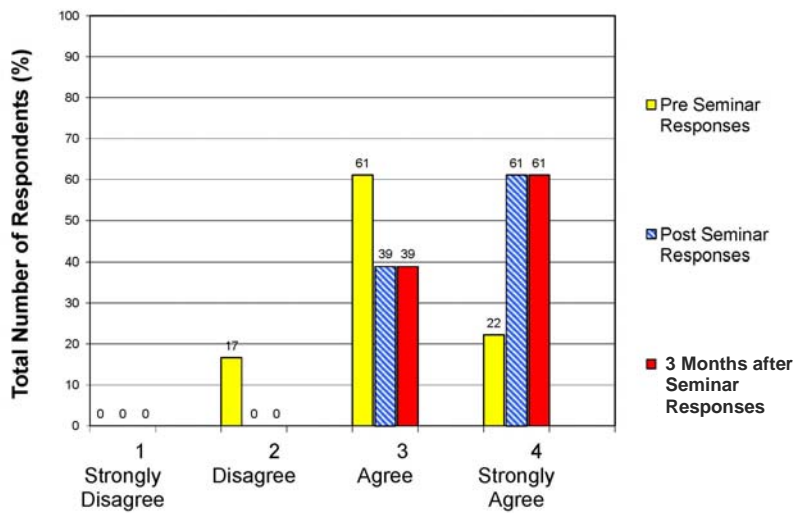


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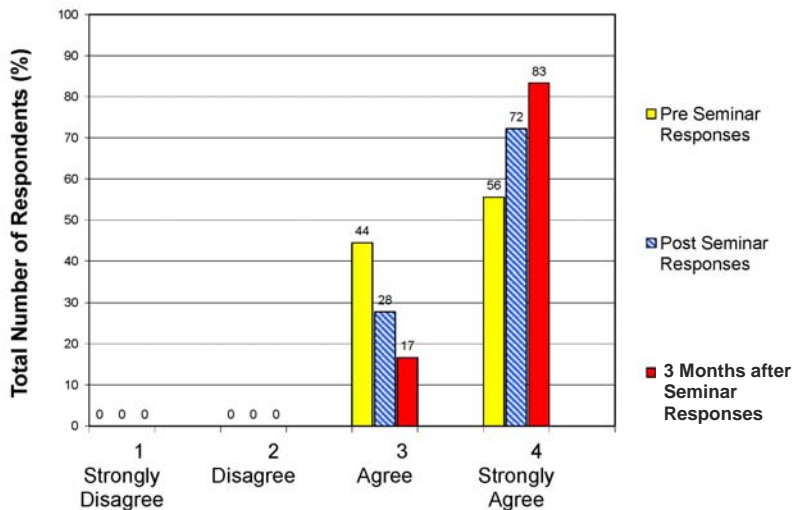
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
It Is Easy For Me To Write Proposals



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” while 17% selected “Disagree” and 61% selected “Agree” and 22% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 39% selected “Agree” and 61% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 39% selected “Agree” and 61% selected “Strongly Agree”.

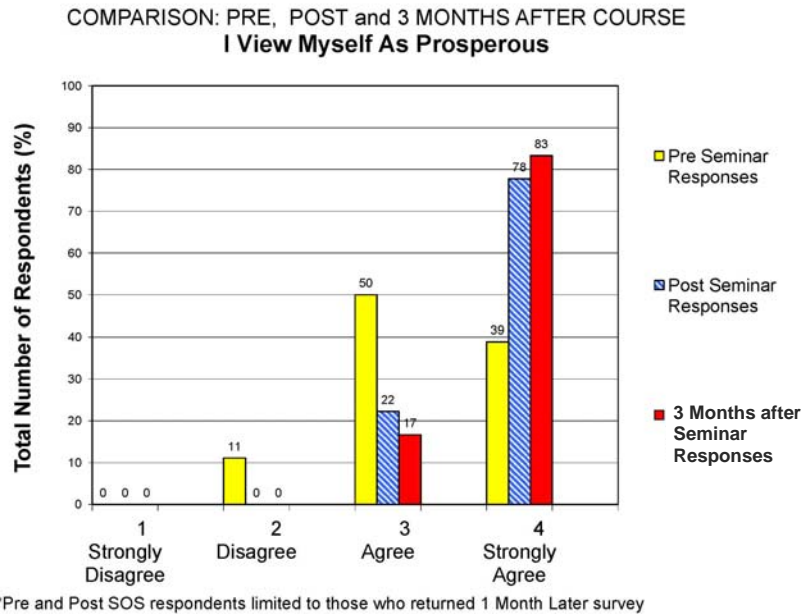
COMPARISON: PRE, POST and 3 MONTHS AFTER COURSE
I Provide Effective Customer Service



*Pre and Post SOS respondents limited to those who returned 1 Month Later survey

In the pre-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 44% selected “Agree” and 56% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 28% selected “Agree” and 72% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 17% selected “Agree” and 83% selected “Strongly Agree”.

The Switched-On Selling Seminar Analysis for Dave's Claremore RV, Inc.



In the pre-seminar responses, no one selected “Strongly Disagree” while 11% selected “Disagree” and 50% selected “Agree” and 39% selected “Strongly Agree”. In the post-seminar responses, no one selected “Strongly Disagree” or “Disagree” while 22% selected “Agree” and 78% selected “Strongly Agree”. In the three months after the seminar responses, no one selected “Strongly Disagree” or “Disagree” while 17% selected “Agree” and 83% selected “Strongly Agree”.