

Workshop Review Analysis

Workshop: An introduction to selling high value services and converting new business

Date: 3rd May 2007

Client: Open Workshop

Returned Review Forms: 5

**1. What is your opinion of...
the whole workshop?
the relevance of the workshop to your needs?**

| <i>Poor</i> | <i>Satisfactory</i> | <i>Good</i> | <i>Excellent</i> |
|-------------|---------------------|-------------|------------------|
| | 1 | 3 | 1 |
| | 1 | 2 | 2 |

**2. Your comments on...
...the content?**

Succinct
Good
Too much

...the delivery?

Great, lively
Good
Too fast

...the course notes?

Excellent
Good
Ok

3. The trainer's knowledge of the subject was:

| <i>Poor</i> | <i>Satisfactory</i> | <i>Good</i> | <i>Excellent</i> |
|-------------|---------------------|-------------|------------------|
| | | | 5 |

4. The pace of the course was:

| <i>Too fast</i> | <i>Just right</i> | <i>Too Slow</i> |
|-----------------|-------------------|-----------------|
| 1 | 4 | |

5. What was the main reason for attending this workshop?

To improve sales technique
To get ideas
Skill improvement
Learn new skills

6. There was a variety of activities during the course to suit the participants:

| <i>YES</i> | <i>NO</i> |
|------------|-----------|
| 5 | |

7. I will be applying the knowledge and skills outlined in the course when I return to work:

| <i>YES</i> | <i>NO</i> |
|------------|-----------|
| 5 | |

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8. How will you put the learning into practice in the workplace? (list 3 action points)

Nose / 7 questions / See 1st marketing as one with existing clients
 Influence / discussion
 Planning telephone calls / Planning meetings

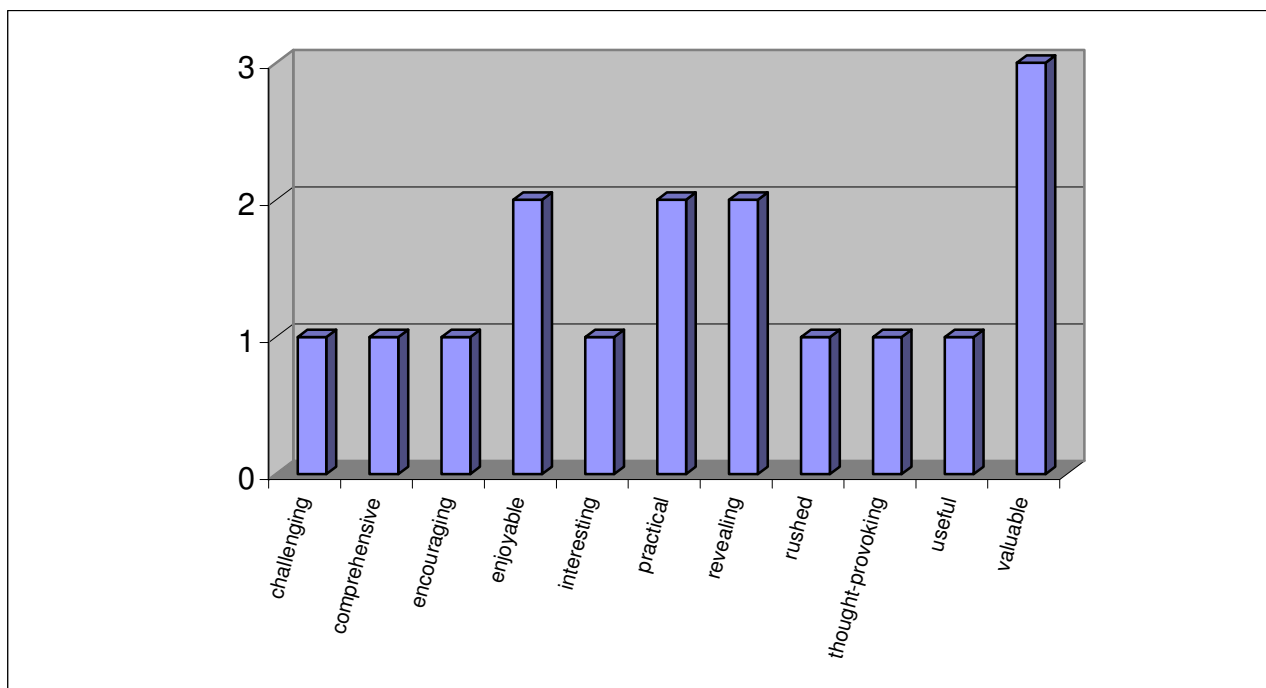
9. Which part of the course did you find most interesting and why?

All about the same

10. What changes - if any - would you make to the workshop?

None
 target at service areas

11. Circle up to four words below that best reflect your overall opinion of this learning experience:



12. In summing up this course what would you say?

Clear, concise, practical info
 Good intro

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15. We offer training in the following areas - please tick any that would be of interest to you:

Company Wide Services

| | | |
|--|-----------|----------------|
| Develop & Implement a Marketing Plan | 1 | |
| Develop & Implement Client Plans with Client Teams | | |
| Develop & Implement a Winning Bid Process | | |
| Client Perceptions Surveys | | |
| Audit your bidding capability | | |
| Independent Critique on bids and presentations | | |
| | | |
| Marketing Planning Skills Workshop | Me | Company |
| How to develop and implement a 3 year marketing plan | 1 | |
| How to develop and implement a 1 year marketing plan | | |

| | | |
|--|-----------|----------------|
| Key Client Management Skills Workshop | Me | Company |
| How to implement key client management | | |
| Networking: How to work a room | | |

| | | |
|--|-----------|----------------|
| Bid Process Skills Workshop | Me | Company |
| How to sell high value services and convert new business | | |
| Critical success factors in bid management | | |
| Winning business with winning proposals | | |
| Delivering successful presentations at tender interview | | |
| Negotiating to win | | |