

Secrets Of Selling Success: Alumni Observations

- I took away so much from this class. The techniques & and knowledge that I gained are like no other. I will be incorporating so much that I learned into my business moving forward. I was so grateful to be able to attend!
- Shasta U did a great job of tying the aspects of each presentation together to a cohesive lesson plan!
- All of the information provided over the 4 day training was very useful and it can be applied directly onto every phase of the sales process and help me improve my skills and elevate my sales goals.
- By starting with how to be successful with the 7 habits, Presentation Advantage, and Closing the Sale we had a good basis to work on, and build from, as we took general principles and then applied them to our niche. The pool industry has an unfortunate reputation of being swindlers and crooks. By implementing these foundations, we can show that there are at least a few of us who strive to be ethical companies and look for win-win situations all the time.
- I came in with no expectations and ended up gaining more from Shasta U than I ever could have thought of. It was extremely beneficial for me and my career.
- My previous sales training was from reading books and from working in a jewelry store and was all very dated trainings from the 80's and 90's. This was really good cause it focused on universal principles of how to succeed and be a good human being. Then took that and applied it to the pool industry in a way that made sense and wasn't generic or lacking depth. I think it had a good balance of theoretical and practical. You have to start with theoretical and then move to practical and with the allotted time we had a good mix.
- I have not been to many trainings and the ones I have were not directed towards the swimming pool industry specific. This training was the most helpful class I have ever attended.
- The last sales training I was a part of was presented in more of a lecture format, only took a single day, wasn't industry focused, and was presented to our company only. The benefit of having members from other companies greatly assisted in furthering the conversation and providing valuable insights. Shasta U's presentation of these courses felt more like a classroom presentation with a lot of student interaction which I found to be better than the

lecture style of information dumping. This training was significantly more focused towards our industry which was greatly beneficial to the discussions/education that took place.

- I like that we had direct examples from our industry in this training that attacked real life problems and is definitely both theoretical and practical.
- The training that I went through at Shasta Pools has been instrumental in setting myself apart from others in this market... whether it is related to equipment knowledge, providing insight on best use of space, or simply spending more time than others genuinely listening, the common theme is “you were more thorough than the other companies.” Listening to learned, and asking layering questions have both greatly impacted my sales results and helped create astonished customers.
- He keeps it simple and practical, from asking good questions to asking the ultimate question, asking for the sale. While you cannot learn all there is to know in a classroom or virtual setting, this class might have given me the most significant knowledge: knowing what I don't know. This gives me confidence in when and how to ask intelligent questions... from getting to a potential customer's root “WHY” to keeping the customer engaged and helping them sell themselves on a product that you genuinely believe might benefit them, the sales fundamentals you learn benefit the company, the sales person, and the customer.
- I attended the Shasta pools sales training program in January of 2019... the instructor was John Mortensen, and he did an absolutely fantastic job in training us for our roles as pool consultants and designers. I feel that anyone in a salesperson position would be blessed to have John as an instructor.
- When I got hired, I had zero background in sales. I went from that, to feeling fully equipped to talk to a stranger about the ins and outs of a pool... John also spent a great deal of time on HOW to interact with customers. Not only did John train me on the “what” and the “how,” but most importantly the “WHY”. I genuinely got into this field to enhance people's lives with a pool experience, and John fully equipped me on how to do that. The training Shasta offers is top notch. With knowledge, strategy, and a genuine care for people, there is no way you can't succeed at this career. John has the ability to take the most complex items in the pool industry, and explain them in the most simple way. He's a true Guru!
- John's ability to convey complex concepts to diverse audiences sets him apart from others in the field. His unique gift of teaching and empowering others in the industry has been instrumental in my personal sales success and the success of our sales force.

(SEE THE FOLLOWING PAGES FOR REVIEWS ON EACH OF THE FOUR DAYS)

DAY 1: THE 7 HABITS OF HIGHLY EFFECTIVE PEOPLE

About the Course Material:

- Can be applied to everything-not just sales...
- This class has given me a lot of things to think about and tools to use in my everyday professional and personal life.
- It helped me recognize areas of weakness that can be turned into strengths. It provided actual tips and practices instead of just talking points.
- With effort, it will better my life with my family, friends, and customers co-workers---in my career and personally.
- Filled with a lot of knowledge and insights to help prepare for sales.
- I believe the world would be a better place if everyone tried to actively do [even] just one of the habits.
- These are solid life skills, applicable everywhere. Everyone I know could benefit [from this].
- It taught me how to improve on my daily habits, and how those, once applied in real life, can have a huge and positive long-lasting impact on my personal life and my career.
- Guidelines are easy steps to follow. [I like that it] does not all have to change today.

About the Training Presentation:

- Great personality-easy to understand.
- John has been great. He keeps your attention and is very interactive with us. Super encouraging!
- John is very engaging. Not boring and brings real-life examples.
- Very interactive.
- John is passionate, knowledgeable in his craft, highly recommend!
- John has taken the messages to heart and is obviously striving to live all the 7 Habits the best he can and admits his shortcomings and imperfections.
- Personable and relates to our industry.
- The presenter was excellent.
- John is a great presenter and describes things in a way that is easy to follow and understand.
- Appreciated the stories [he] told which reiterated each habit.

DAY 2: PRESENTATION ADVANTAGE

About the Course Material:

- This work session exceeded my expectations and I believe it will prove to be very valuable for me in the future.
- Gave structure to presenting yourself and your company.
- Solid foundation for the initial steps of the presentation.
- Taught tips on how to build a presentation that I did not know.
- Any salesperson can benefit from this training. Any presenter should take this class.
- A lot of [the] dynamics of presenting yourself and [your] company were covered, explained and practiced.
- [the] information was helpful and relevant and delivered in an appealing manner.
- There was a lot of informative stuff to help me create a better base and structure for the presentation part of the sales process.
- Today was great! Very eye-opening! John got us all out of our comfort zone. I think we are all taking away a lot from this class.
- This presentation has given me the tools to formalize my sales presentation so that I [can] become more consistent and have a better baseline to measure myself and improve.
- Will make [me] a better salesperson.
- I think many people I know would benefit from this.

About the Training Presentation:

- John did a great job making everyone feel comfortable with speaking in front of others.
- Enthusiastic and Knowledgeable.
- Effectively presented the available information in a relatable manner.
- Thoroughly knowledgeable of the material presented.
- John took the material and made it very engaging.
- Patient, insightful, humble, good-humored.
- He is very thorough and detailed with explanations.
- John has a great sense of evaluating the class members and making the information more poignant.
- John is kind in his corrections and does not belittle anyone when they mess up or misunderstand what they're being asked to do.
- He's amazing! Makes you feel very comfortable and takes the time to explain everything.

DAY 3: HELPING CLIENTS SUCCEED-Closing the Sale

About the Course Material:

- Excellent information.
- Builds on information I have previously learned regarding objections. I feel that the information shared was valuable.
- I took away more from this session than I expected to...
- Engaging...
- Today, we learned how to address and defuse objections and provide solutions in order to close the deal or get closer to a mutual agreement.
- I feel I'm a better communicator [now]...
- Interesting, makes you think.
- I learned so much today. I will be implementing a lot of these techniques in my sales process.
- I learned a lot on how to respond to clients during closing.
- The class was filled with insightful information and tactics to improve wins.
- I learned a lot of things that can help me do better as a salesperson that can help me prove/show my perspective clients why we are different/better than our competition.
- Taught me about dealing with objections and that they are ok. Also, I learned that my new best practice is to hand-deliver proposals.
- The value of the material is astronomical.

About the Training Presentation:

- Experience; patience.
- Clearly demonstrated the necessary information and provided space for audience involvement.
- John clearly went through this session and was able to make me want to put these practices into place.
- Passion for learning.
- John is amazing. The way he interacts with the group is very engaging and useful. The material he presented can be applied in both personal and professional environment[s].
- Engaging.
- He's great!
- He is very good at relating everything to our industry.
- John is a great presenter and a joy to work with.
- John has a wealth of knowledge and experience that shows in his presentation.
- John (again) makes the information engaging. He has a passion for what he does.

DAY 4: SELLING THE RIGHT WAY: SHASTA SALES ROUNDTABLE

About the Course:

- I would recommend the entire course to anyone new or even people like myself who have been in the business for almost 20 years.
- The information presented was extremely helpful and applies directly to my team. I originally expected more high-level conceptual sales techniques and I was delightfully surprised in how useful the information is across all positions, not just sales. I would highly recommend these courses to any pool professional!
- Day 4 was a great way for us to learn how other companies go about their process, what their WHY is and what we can improve in our presentation process.
- I think any half decent sales person is always looking for good material and insight on how to improve but it can be hard to apply to our strange niche and John and the Shasta program had it figured out.
- I think the training can be beneficial for many salespeople who are wanting to learn.

About the Facilitator:

- John is amazing & I would highly recommend him!
- The presenter did an amazing job of displaying the information and reflecting on real life situations and stories that exemplified the education we received.
- John set a great example of how salespeople should communicate with clients and how to overcome some common objections that we all come across on a daily basis.
- John really cared about our understanding of the material and was not afraid to pause and ensure everyone was understanding what was being presented even if he had to explain it several times differently to help us all out.
- John is an amazing presenter and clearly expresses his points well.