

## What members say about the Academy:

"The Saleswise Academy has opened many new opportunities for me. The lessons I have done with Nicki have been very insightful, and build upon each other very well. By becoming a better listener, and asking curious, thought provoking questions, my customers have opened up to discussing their needs and problems. This has allowed me to propose solutions to their needs and problems much more effectively than before I started the SalesWise Academy training. I recommend this training to anyone with a technical background that is either starting their career in sales or looking to expand their sales abilities." **Taylor Veleke, Field Sales Engineer | Mel Foster Company**

"I have been a technical salesperson in the chemical products industry for almost 30 years. I'm always interested in learning, and was unsure of the SalesWise Academy would be helpful. I have found the Academy to be extremely useful. Based on this week's lesson, I was able to dig further into my customer's needs. I uncovered an opportunity worth much more than I had originally anticipated. And I wouldn't have found out about without applying the SalesWise Academy lesson. This investment is absolutely paying off." **Fred Tolerico, Senior Account Manager, CheMarCo, Inc.**

"The SalesWise Academy has been very helpful; it has taught me many things. One of the biggest things I have learned is how to get my customers to be more open with information. Asking powerful, curious questions as well as not trying to sell prematurely has been extremely valuable for me in building customer relationships. For example, a big customer was experiencing problems with one part of their design. I used what I learned in the SalesWise Academy, held back my solution until I understood the bigger picture. As a result, I was able to influence the whole design rather than just one part, and the sale became much larger. It was beneficial for both the customer and our sales organization. Keep up the great work!" **Darin Rasmussen, Field Sales Engineer | Mel Foster Company**

"My colleagues and I have been doing all sorts of training lately and a lot of the same messages are coming across. Listening intently, learning to shut up and ask open ended questions to root out the base needs and pain points at the moment. It has helped both in introductory calls and supporting existing customers." **Kyle Neururer, Field Sales Engineer, Mel Foster Company**

"You make our learning process fun. The SalesWise Academy training has provided me with the tools to refine my sales skills in an ever changing sales environment. I have been in sales for over 20 years. The SalesWise Academy keeps challenging me to improve my game. I am strengthening my ability to position the conversation, ask powerful challenging questions, listen more deeply, be a better problem identifier, and definitely a better problem solver. As I intentionally incorporate what I've learned into my sales process, I am becoming a better consultant. I have a much better understanding of my customer's real needs and I provide solutions my customers are happy to buy...more quickly. The consultative problem solving has created a much stronger partnership with my customer, which in turn has lead to added opportunities with additional closes. Thank you Nicki!" **Len Scruggs, Account Manager, CheMarCo, Inc.**