

Evaluation And Feedback Seminar Results – “How to Attract More Quality Clients Discreetly” 25/02/09

This is a summary of delegate feedback (warts and all) from this week’s seminar.

Roy Sheppard	Results/Comments
1. Roy knew the subject well? 1 = poor, 5 = excellent	4.647 average out of a maximum score of 5 Comments: Excellent on subject! A lot of ideas, thought provoking
2. I was encouraged to participate in the seminar. 1 = poor, 5 = excellent	4.545 average out of a maximum score of 5 I never lost concentration, Difficult @ back of room! (Due to sound & layout issues), Very relaxed
3. What did Roy do particularly well?	All was well presented, Kept you engaged throughout the process, Go over the information well, Conversational style, encouraging discussion facilitator, Added examples with video/audio, Engage, Enthuse, Examples, Engaged with participants, Engage Audience, Genial speaker, relaxed and knowledgeable, Making a script sound like it was fresh & original! Engaging attention, Talk! / Engage with audience, Give practical examples, Enthusiasm, Spoke fluently, Personal engagement, Helped me generate new ideas for myself, Provide practical solutions, Engaging. Clear & articulate, Energised the session & retained everyone’s interest, Kept it interesting & light hearted, Inspiring - made me think that I could really get involved even though fairly junior, Use examples, Listen, Made it comfortable to network, Practical insights, Well explained & structured seminar. Clear objectives, Audience participation, holding attention, All was well presented, Enthusiastic delivery, Clarity of expertise, Yes. Great energy levels, Communicated
4. What could Roy do better to make the seminar more valuable?	More time!, Stick to the referral agenda rather than covering the whole cycle of the sale, Audio level + slow down, Focus on timekeeping! Facilitate group discussions more, More practical examples, Sort out the sound system. Keep to time, Shorten the presentations. Content good but fewer slides, Keep doing what he has already developed & keep it fresh, A little too much material to cover, Sort out his Mic!, Get the sound system upgraded, Focus more on how to do it not what to do - ie concrete examples/phrases/questions to add to our toolkits, Better microphones!, I was happy with the value of the day, Time manage ie running over. Late morning felt rushed... activity with audience (NOTE: The sound issues WILL be sorted out!)

John Bale	Comments
5. John knew the subject well 1 = poor, 5 = excellent	4.454 average out of a maximum score of 5 very good

6. I was encouraged to participate in the seminar. 1 = poor, 5 = excellent	4.09 average out of a maximum score of 5 Difficult with room/sound layout, etc
7. What did John do particularly well?	His clarity of explaining situation/solutions, Real insight into how to get closer to clients, Examples, Confident & calm delivery. Able to be relevant to different areas/industries, Good pace. Explained well, Listened, responded, Got message over, Kept attention. Relevant to my work, Very clear, Relate to historic personal experiences, Very clear, lucid explanations. Gets it down to basics, Relate to historic personal experiences, Summarised the sales process in a different way, Advice placed on practical experience, Showed his expertise/experience, Conveyed topic well, Use examples, Knew consultancy very well, Convey how to be trusted, Emphasis on trust, Well explained & structured seminar. Clear objectives, Explain, To put over complex subject clearly/simplely, Analytical approach, A lot of his information was particularly relevant to the legal profession
8. What could John do better to make the seminar more valuable?	Do more, Excellent, It might try to cover too many areas? Add some of the video material which Roy used effectively, More Examples, More audiovisuals, Use techniques to draw in audience, Poor contrast on handout slides, Lot of experience but could engage closer with audience by asking less rhetorical questions, Make the font on the slides larger, Vary tone, Quite soporific - mic did not help, More interactivity, If it is not "broke" don't fix it!!, See comments as for Roy Q4, More practical examples of PIPP, Have more time - was rushed, had more to give, I found it very dry, Make slides easier to read @ back of room, Relate to his past experiences better - he obviously has many.
Seminar	Comments
9. My overall interest level during the seminar was: 10. 1 = poor, 5 = excellent	4.515 average out of a maximum score of 5 Altogether very well worth it. I was in 2 minds if it was going to be relevant to me but 99% of it was. Very high. Attended RS course in 1996!
11. My satisfaction with the content of the conference was: 1 = poor, 5 = excellent	4.424 average out of a maximum score of 5 Excellent, thought provoking - good tips. Mixture of short term fixes or long term fixes, Good - much material & ideas
12. My satisfaction with the seminar material (handouts etc) 1 = poor, 5 = excellent	4.188 average out of a maximum score of 5 Some slides too small/difficult to read, John's sheets are difficult to read if you are over 30!, Shame verbal presentation didn't always follow order (Roy), Suggest 2 slides to pages - not 4 - difficult to read
13. My satisfaction with the length and the structure of the seminar was: 1 = poor, 5 = excellent	4.188 average out of a maximum score of 5 Too much material for morning session - so a bit rushed. Otherwise good length & structure, More meat on the bones of the morning session, bit 'rushed' all day

<p>14. The exercises were relevant and interesting: 1 = poor, 5 = excellent</p>	<p>4.061 average out of a maximum score of 5</p> <p>Keeping the time 'limits' made them more relevant & focussed minds & comments. Well done, More examples & discussion, Not much time for exercise(s)</p>
<p>15. The pace of the conference was: 1-Too slow 2-About right 3-Too fast</p>	<p>Average 2.1 (some delegates wrote 2-3)</p>
<p>16. What parts of the seminar did you find most useful?</p>	<p>Specific references to seminar content have been edited out</p> <p>Relationship based selling, not transactional, Morning, Attracting quality clients, Tactics, Practical tips. Theory/eye-opening research, Talking to others. Hearing experiences, Refreshing ideas, Those related to professional services, Meeting structures, Lots, Hints & tips ie building in business development, The practical aspect, John's talk on client acquisition, All good & useful, Both sessions, Tips on effective networking, Practical Focus & energy, First part, Morning, Revisiting old topics, All sorts of things!!</p>
<p>17. Suggestions for improvements to the seminar</p>	<p>Too humble to suggest. Good balance, Afternoon not so valuable, More hands on examples. More varied group of attendees, Lots of content - poss too crammed? Include case studies as Append, None, Punctuality - shame that some slides were skipped over, More small group discussions to exchange ideas, How - example questions/frameworks/methods for analysing clients/prospects and asking for referrals, Better AV, More exercises, I didn't feel that there were enough ideas & tools offered in the afternoon, Maybe too much content for the allowed time</p>
<p>18. The practical applicability of the seminar to my business is likely to be: 1 = poor, 5 = excellent</p>	<p>4.25 average out of a maximum score of 5</p>
<p>19. What actions will you be taking / do you expect to take as a result of attending the seminar?</p>	<p>Edited from this feedback</p>
<p>20. Topics about which I am unsure / need further help:</p>	<p>Edited from this feedback</p>
<p>21. Would you recommend this seminar to others? Yes / No</p>	<p>100% Yes 0% No 7 not filled in</p>
<p>22. Key learning points from the seminar: Edited from feedback</p>	

23. What specific words would you use to describe this seminar?

Refreshingly different and informative, Inspiring. Informative, thought provoking, affirming, enlightening, Insightful, Practical advice, Powerful, practical, Enjoyable, relevant & reinforced transferrable skills, Relevant, competent, Fresh, Fun, Thought provoking, Inspiring, reinforcing, Informative, Relevant, Up to Date, Incisive, reminder, idea generating, Engaging, Insightful, Relevant, Lively general introduction to developing a business without selling
Good, Well structured & presented. Excellent ideas. Very clear. Excellent, Fascinating, really, really interesting, Very good, Fast & jam-packed with information

Facilities	Comments
24. Was the hotel suitable for the seminar? Yes / No	100% Yes
25. Were the catering arrangements satisfactory? Yes / No	100% Yes
26. Additional comments on the facilities: Very good, Good lunch, Very good food, Ok	

Anything else?	Comments
27. Any additional comments/improvements No, Enjoyed it & got some good ideas. Thanks!, Thank you. It was a useful day, Thanks for allowing time to talk in the breaks! It would have been easy to chop the breaks - but you didn't - thanks!, Thank you for a thought provoking and focussing day, Thanks	

The next public seminar "How to Attract More Quality Clients Discreetly – Without Selling" is on 4th June 2009 at the Grange Holborn Hotel.

For more information please visit www.ReputationMarketing.co.uk/Attract.html

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