

BUSINESS INSTITUTE

**Structuring The Sales Call
Workshop
April 15, 2014**

Evaluation Summary

Attendees: 8 Surveys Completed: 8

Businesses/Professions Represented:

- **Construction (2)**
- **Consulting**
- **Financial (2)**
- **Human Services**
- **Management Consulting**
- **Management Consulting/Business Development**
- **Technical Consulting**

1. Are you a member of the African American Chamber? **Yes 75% No 25%**
2. Is this your first Business Institute Workshop? **Yes 37% No 63%**
3. How would you rate today's presentation?
(Circle 1 the lowest to 5 the highest) **5 100%**
4. Do you have a better understanding of how a sales call should be structured? **Yes 100%**
5. What part of the session was of most interest to you?
 - Presentation and role play
 - Everything. Role Playing and the experiences. All of the stories
 - The closing information. FBR explanation.
 - FBR
 - The entire session, especially the funnel approach
 - The whole presentation was helpful
 - All of it
 - Funnel
6. Are you confident that you will be able to close more deals
with the information you received today? **Yes 100%**
7. Would you attend a future sales related Workshop? **Yes 100%**
8. What other types of workshops would be of interest to you? **Negotiating; Small business start-up & finance; Self development, proposals, business development; finance, IT & Marketing; How to start a company, how to do more inside a company**
9. Did you enjoy the lunch served today? **Yes 100%**

Comments:

- **Always enjoy**
- **Great**
- **Doris is so helpful, I enjoyed learning through her experiences. I could learn and hear her stories forever.**