

# Tero International, Inc.

## 2011 Sales Training Results

Both qualitative and quantitative data is collected by Tero to measure the effectiveness of training programs. Participants are asked to evaluate their training experience following the conclusion of each workshop. The purpose of the evaluation is to gauge reactions to the training. Research shows that individuals who found a training experience to be useful are more likely to apply the skills and knowledge over those who found the experience to be less valuable.

This report contains a summary of data collected from 120 participants in ten Tero Sales Training workshops facilitated in 2011.

### Quantitative Results:

Quantitative data is collected around three areas. A 6-point scale is used. On the evaluation form, the following descriptors are used to help participants assign the ratings: Poor/No Help (1 – 2); Fair/Average (3 – 4); Very Good/Helpful (5 – 6).

Following are the overall average scores the participants in Tero International Sales Training workshops assigned to each area:

What is your overall evaluation of the class?	5.21
To what extent was the program helpful to you?	5.07
What is your overall evaluation of the instructor(s)?	5.68

### Qualitative Results:

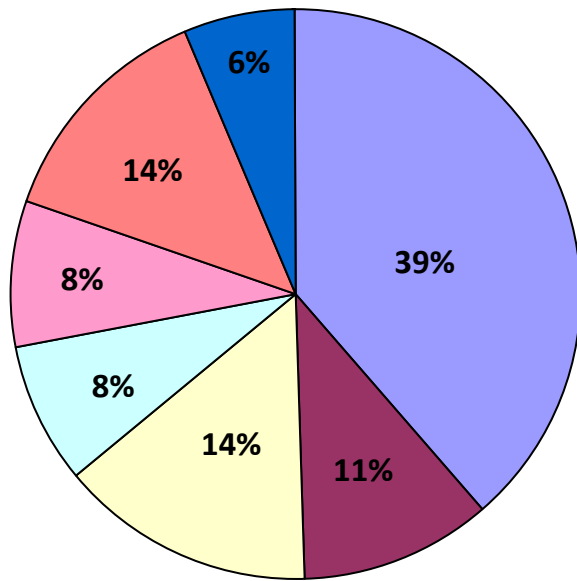
Qualitative feedback is also collected. A series of open-ended questions are provided for participants to weigh in with their perspectives. Following are the questions:

- Describe your feelings about this program.
- Would you recommend it for others? Why?
- What was the most important thing you learned in the program?
- What would you have liked to learn that you didn't?
- What follow-up program or activity would be helpful?

The charts on the following pages capture the composite results of the qualitative data captured on the evaluations completed for Tero International Sales Training Programs.

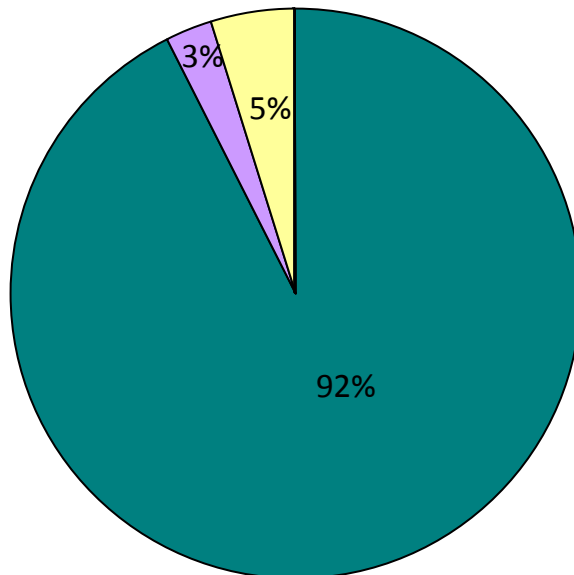


### Describe Your Feelings



- Excellent/Great/Very Good
- Practical/Relevant
- Great Review/Applicable
- Engaging/Motivating
- Informative/Interesting/Helpful
- Good/Like/OK
- Other

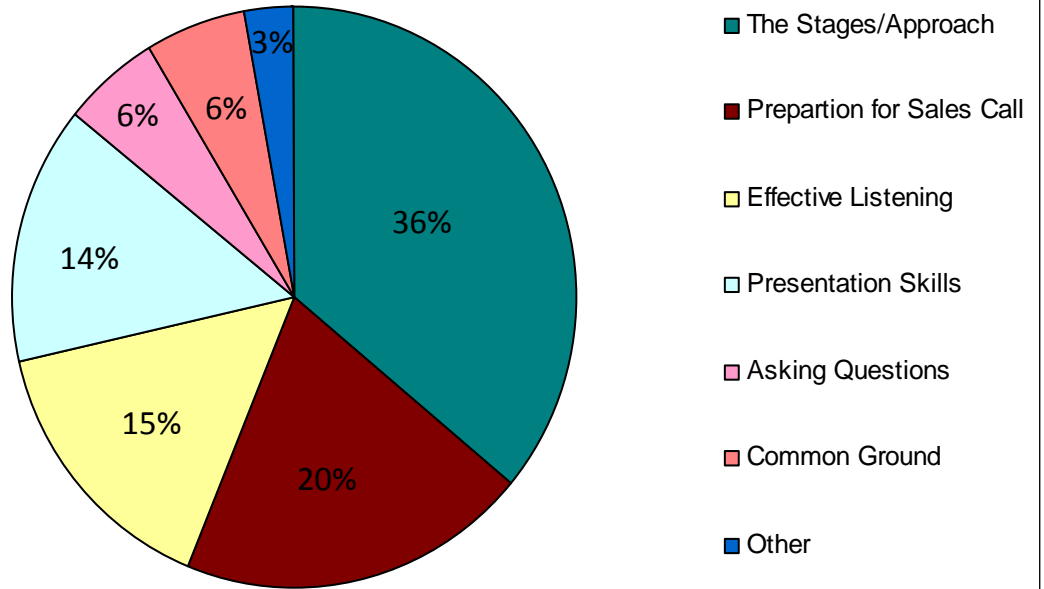
### Would you recommend it to others?



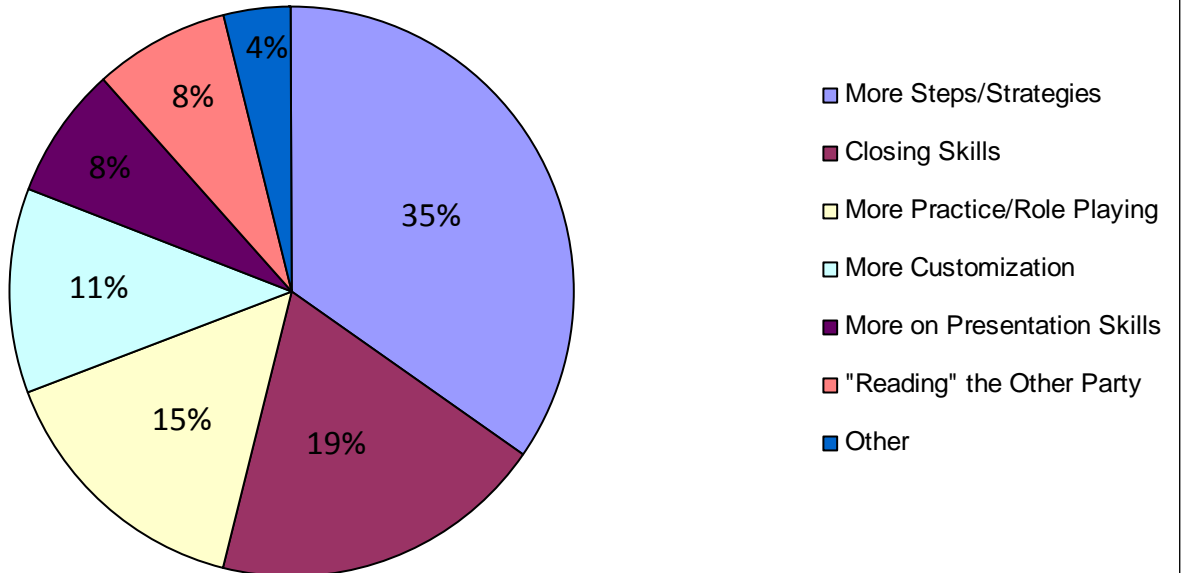
- Yes
- No
- Maybe



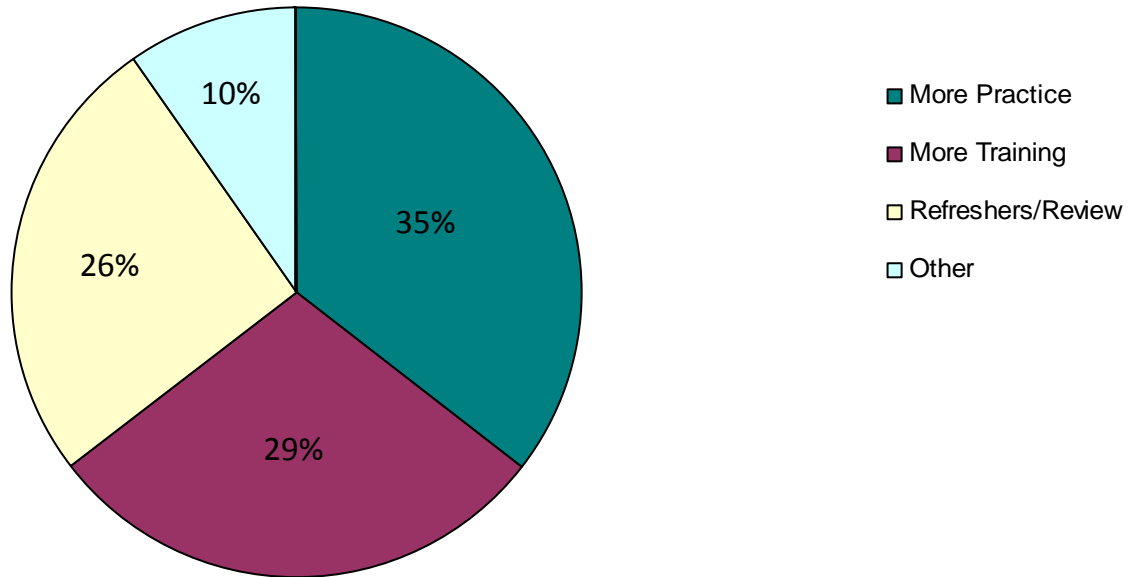
### What was the most important thing you learned?



### What would you have liked to learn that you didn't?



### What follow-up program or activity would be helpful?



#### Other:

- 30 minute refresher DVD.
- Refresher course once a year.
- Anything to help me improve what I do.
- Emails or Webinars.
- An email or newsletter once a month with key things to practice.
- Ride with us!
- Any that are available! When all courses are complete – starting over would be great to polish up on skills.



## Other Development Opportunities

Participants are also asked about the other development programs they are interested in. The following areas were identified as being of greatest interest to graduates of Tero Sales Training workshops (see below graph).

Time Management/Goal Setting  
Leadership Development  
Advanced Presentation Skills  
Professional Image  
Building Customer Relationships  
Negotiation Skills  
Teambuilding  
Interviewing Skills  
Executive Coaching  
Business Etiquette/Dining Tutorial  
Intercultural Competence

