

## TESTIMONIALS

***For over 25 years companies around the world have profited from ProEd training, consulting and books.***

### **But don't take our word for it...**

Here are some actual quotes from readers of the book, and participants in the training program.

#### **Critical Acclaim for Our Most Recent Book: *The 7 Triggers to YES***

“A fascinating window into how we really influence other's decisions and behaviors. Armed with this new scientific knowledge anyone can become a more effective leader and manager by efficiently producing results through others.”

**Donald F. Donahue, President  
National Securities Clearing Corporation  
The Depository Trust Corporation**

“As one of many professionals whose work depends on the basic psychological principles outlined by Freud, I see daily proof that personal reactions, decisions, and perceptions are driven by emotions, which become rationalized after the fact. Brain imaging now offers concrete evidence. Using the latest technological data, Granger gives the complex art of persuasion the ease of paint-by-numbers clarity and a process for success.”

**Leslie Schweitzer Miller, M.D.  
New York University School of Medicine  
New York University Psychoanalytic Institute**

“The lessons learned here should be a great help to any budding diplomat or politician.”

**Nicholas Rey  
United States Ambassador to Poland  
1993–1997**

“By applying the principles and system Granger provides, businesses and organizations can run more effectively and more efficiently. With willing compliance, the seven triggers will help people get things done more quickly, more easily and with better results.”

**Michael J. Iandolo  
President and General Manager  
Lucent Technologies Mobility Solutions**

“Recent advances in brain imaging research provide a much clearer picture of what actually motivates an individual's actions. Granger has transformed this research into a readily understandable and workable program that enables the reader to apply that information to his or her chosen career and produce desired results when interacting with others. Regardless of your organizational role or position, when you need to persuade, *The 7 Triggers to YES* shows you how in a new and highly effective way.”

**Robert H. Miller  
Former President and CEO  
Charles of the Ritz Group, Ltd.**

“Bravo! I couldn't put it down. As a technically trained MBA, I made business presentations for years using logic, reason and a wealth of data. I now see there is a more effective and much more efficient way to persuade and influence others. I'm giving a copy to my architect son, who like all of us, needs to persuade successfully.”

**Josiah Stevenson  
Former Director of Development  
Dartmouth University**

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*The following are comments from those benefiting from The 7 Triggers to YES sales training program.*

"I thoroughly enjoyed the seminar on *The 7 Triggers to YES!* This is an outstanding development in "persuasive sales." I am anxious to read the book and believe it will help to further enhance what was learned and act as an excellent daily reference in helping me achieve greater heights."

**Dave Brown**  
**Bayer Pharmaceutical Company**

"Very thorough. Much new, detailed information I can direct to specific accounts and prospects I am working with. This is extremely real world and has a direct correlation to existing accounts. Gives me immediate procedures to use."

**Buddy Custer**  
**Chesapeake Insurance Group**

"Excellent, great insight on sales – liked the array of tools, the different techniques – time well spent! The Triggers will give me better closing ratios and more success."

**Corey Redman**  
**HMS Insurance Associates**

"*The 7 Triggers to Yes* provides me with techniques to expand my paradigm of the selling process. It's insightful re the decision process, and will increase the probability of getting to Yes!"

**Rob Gifford**  
**Summit Insurance Group**

"Very applicable excellent new approach to key success objectives. The on the job application will be a direct improvement in sales and a new opportunity in a challenging marketplace."

**John Montgomery**  
**Bayer Pharmaceutical Company**

"Time well spent – excellent scientific approach to emotional selling. Informative, enthusiastic, very real world - will help my sales."

**Austin Widdowson**  
**Warfield Dorsey Insurance**

"Very good program – good ideas, a fresh look at persuasion, this will help me make more effective presentations."

**Stan Sherman**  
**PSA Financial Center**

"I liked the information on the brain and found it very interesting that I can control whether the short, or long analytical route is used – time well spent. I'd like to know more on the brain function/reactions. This will not only help with clients, but also with family and children."

**Barbara Burdette**  
**Coffee & Co.**

"Good program, changed my way of thinking. Have new tools to help me plan my sales calls. Using the 7 triggers will get me to yes."

**Jean-Paul Havo**  
**Bayer Pharmaceutical Company**

"Being a finance professional rooted in logic and analysis, it was interesting to see how everything hinges on emotions. Very good program providing education on how to approach selling opportunities. More persuasion equals more sales!"

**Matt Cornell**  
**All Risk Insurance**

"Great presentation – excellent program on how the brain works – extremely real world – provides better closing tactics."

**Matt Macievic**  
**Brown & Brown Insurance**

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“Informative – the “current persuasion opportunity” is a good idea – good preparation and organization for a perfect real world good outcome.”

**E. Kastandike**  
**All Risk Insurance**

“I learned new ways to be effective in selling – the triggers. This provided a new outlook and new strategies. Very good program.”

**Mike Hines**  
**Consolidated Insurance Center**

“Excellent “Hands On” program. Provides a new way to get to “Yes!” It will help me accomplish long relationships and closure.”

**Michael Colonnello**  
**Atlantic Risk Management Corp**

“Certainly a big change from the sales training we've had in the past. Liked the new information and the new approach.”

**Matt Dougherty**  
**Grange Insurance**

“This is a different mindset for the sales process, with a framework for execution.”

**Allison Tamasaukas**  
**Selective Insurance**

“The 7 Triggers will be very useful in my work as a training manager. This program has great potential. It will enable people to accomplish more with less effort.”

**Irene Sewer**  
**Training and Research Manager**  
**Grange Insurance**

“Good information, easy to follow format. Very much a part of my every day routine. I will know how to approach different individuals and which triggers will work on each.”

**Chris Mono**  
**Grange Insurance**

“This has very practical, real world application to my field sales force. The benefit will be to re-focus our selling skills to what is important.”

**Brad Jones**  
**Regional Manager**  
**Bayer Pharmaceutical Company**

“Provides new insights to presentations, how best to make them, how to conclude them. Ideas from this program can be used in all aspects of life.”

**Alice Kidd**  
**Selective Insurance**

“Excellent for a marketing/sales group as it is easy to work into our everyday job function. The workbook is complete and a good future reference.”

**Dan Etilgorge**  
**Grange Insurance**

“The 7 Triggers to YES can be used to sell more insurance policies, get a promotion, make more money and in every aspect of life. Helps in the selling process, and in moving ahead in business.”

**Jennifer Thuma**  
**Knight Insurance Agency**

“A very valuable new concept in selling! *The 7 Triggers to YES* will have an immediate impact on my sales success.”

**Greg Rummel**  
**Rummel Insurance Agency**

“This program uses real world examples and new ideas/concepts in the selling process. Very enlightening. Now I can increase my sales through better persuasion.”

**Michael Withowski**  
**President**  
**Cierra Cooney Perry Agency**

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### *And Acclaim for Our Insurance Sales and Marketing Training Programs*

"As an agent for 17 years, a commissioner of insurance, now as an employee of an insurance company, I have yet to see anything that is remotely equal to your programs."

**H. Peter Hudson  
Monroe Guaranty**

"In other courses there is a difficulty in transferring skills to job application. In this workshop we're required to do that frequently, therefore the connection to the real world is enhanced."

**Ken Fields  
Vice President  
Training and Development  
State Auto Insurance Group**

"Very well organized and tailored to the needs of property and casualty marketing representatives. Helped me plan goals and then systematically set out to achieve them."

**J. Merritt  
West Bend Mutual**

"Outstanding. Compared to Achieve Global's PSS this is a better total package to deliver to the sales reps. Very real. The concepts are not idealistic. The practicality is very evident. This needs to be given to all reps."

**Scott Luster  
Liberty Mutual Insurance**

### *Our partnerships with Fortune 500 companies have produced extraordinary results:*

"It's apparent that there's a lot of synergy between the University of Sales Excellence team and yours - it's working! Your concept of combining Core Skills with sales skills makes a lot of sense. I'm glad we found a company to put them together for us in one training package."

**Morley Winograd, President  
AT&T University of Sales Excellence**

"We have been doing business with ProEd for the better part of ten years, and our relationship has been extremely fruitful. Their ability to produce top-quality, successful training programs is well known to Prudential, and our joint ventures in this area have yielded outstanding results."

**Richard Goff, VP, Marketing Services  
Prudential Insurance Company**

"The people at ProEd have a strong sense of commitment as well as the skill and the talent to consistently meet goals. As our key training resource, ProEd helped us reach our sales, marketing, and productivity goals. Their work is superb."

**Robert Miller  
Former President and CEO  
Charles of the Ritz Group, Ltd.**

"I was amazed at how devoted the ProEd staff was for this project - it wasn't just another job. The frosting on the cake was when the division managers came back and said 'This is a great program.' This will pay rewards in more ways than sales."

**James Colbert, Senior Vice President  
Liberty Mutual Insurance**