



Pinnacle Performance Win-Win Sales Negotiation

The High Performance Training Seminar for Newspaper Advertising Sales Negotiation Success



Pennsylvania Newspaper Association

September 24, 2009

Actual responses from post-seminar evaluations as provided.

10's across the board! In my 35 years, it was probably the best seminar I've attended. Kept my attention the entire day. Excellent, entertaining, helpful – a great benefit to all in attendance.

Karen Zywan, Client Services Manager
The Patriot-News

Steve was informative & entertaining. Great way of communicating and involving the group. Kept your attention. Gave us a lot of info to go back and work on. Superb to all levels. Bring Steve Back!

Zeddie Neidig, Sales Manager
The Patriot News

***This was the best seminar I have yet to attend!!
I will be more aware of my sales technique and my clients needs.***

Kathy VanBuskirk, The Daily Item

***The seminar was perfect! The instructor was fun and interesting
and the content was great!***

Paula Norman, The Patriot News

***One of the best I've had at PNA! Great handle of material. Complex info
presented in a clear concise process. Fun & fulfilling.***

Peg Stocking, Times News Inc.

Thought it was great! I would love to attend more of Steve's sessions. Excellent!

Janet Pietropaolo, The Patriot-News

***Steve was extremely motivating & engaging. Useful information presented in a
concise, applicable manner.***

Kelly Cambini, The Patriot-News

***Straight 10's! This was a very resourceful training and offered a lot of
useful insight and instruction.***

Tammy Bowers, The Patriot-News

