

Workshop Attendee Survey Results

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Executive Summary

Solutions for Sales

The Basics:

- Solutions for Sales routinely surveys its clients in order to measure satisfaction and gather ideas for improvements
- This report is a summary of the opinions of attendees at workshops conducted by Solutions for Sales
- Results are based on complete responses
- Our response rate is 64%

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Survey Results

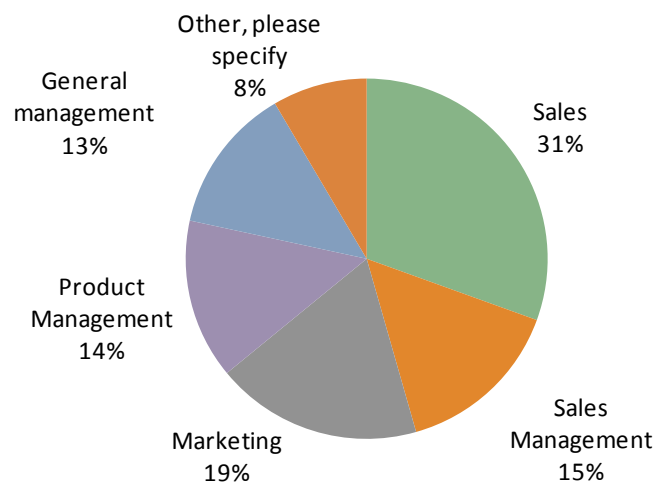
Respondent Profile

Figure 1 shows the different roles of our survey respondents. The group of people that answered 'other' were predominantly in technical support and consultant roles.

Our results show that the spread of different roles of people who attended a workshop and responded to the survey is quite broad, with the highest proportion of respondents working in Sales.

- Getting the right participants at the workshop is crucial to success
- In these results 65% of respondents were from Marketing and Sales, ensuring strong sales-orientated input

Fig. 1



The Length of the Workshop

When asked what they thought of the length of the workshop, 82% of participants responded that the one day workshop is 'about right', with just 15% answering that they would have liked more time.

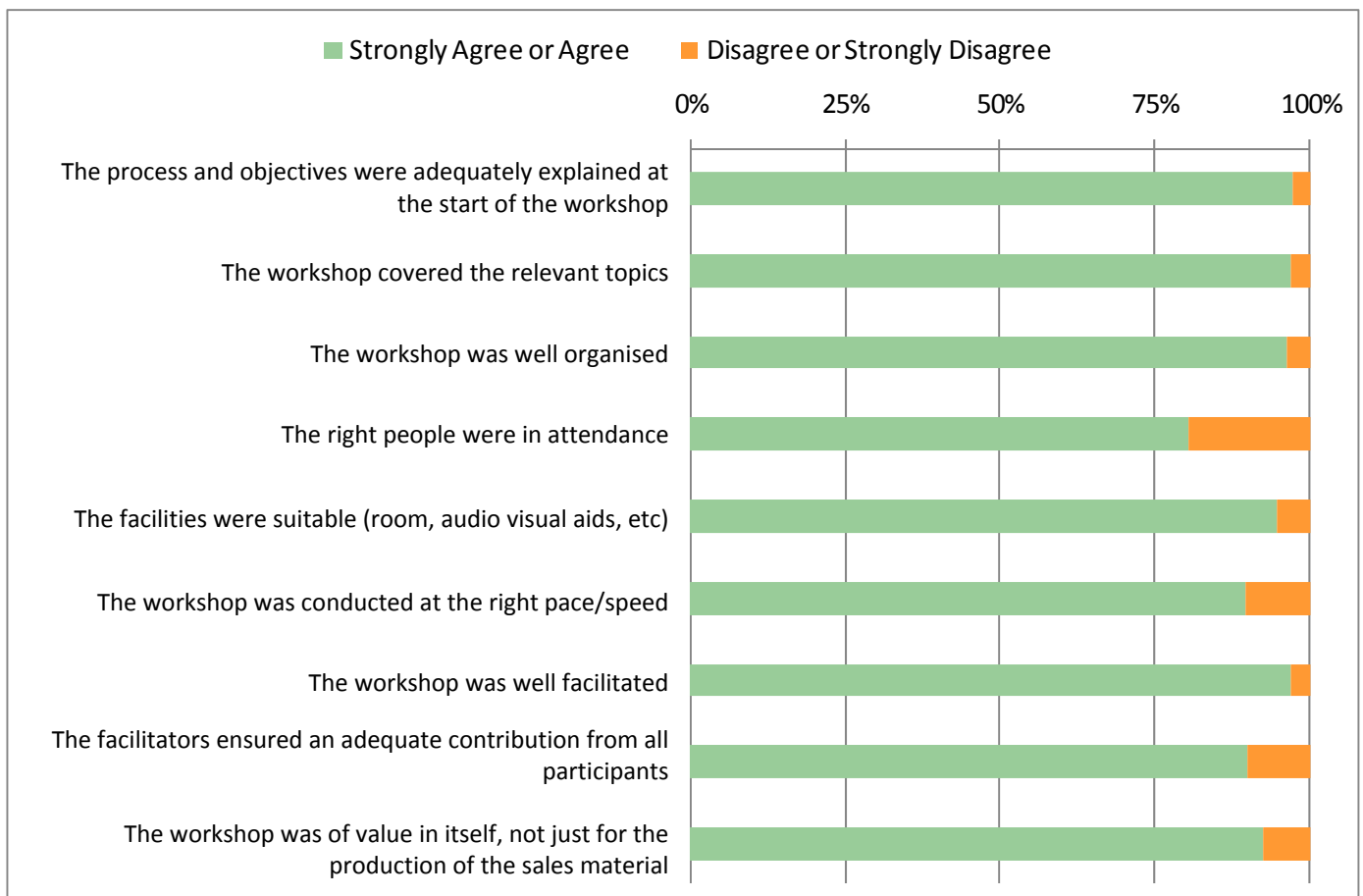
- The workshop takes place over one day, which means we can gather all of the information needed in one visit
- This makes the most efficient use of our clients' time and allows us to complete the discovery process in one intensive day, rather than disjointed repeat visits

Survey Results

92% of respondents agreed that the workshop is of value in itself, not just for the production of the sales material

Effectiveness and Value

In this section the respondents were asked to rate a number of statements about the workshop. The table below represents their answers. 97% of respondents agreed that the workshop was well facilitated. Most respondents (over 90%) agreed with all statements apart from the statement 'The right people were in attendance', to which 80% of respondents agreed. Although by no means a poor result, this emphasizes the importance of getting the right people to the workshop.



Survey Results

Overall Rating

Attendees were asked to rate the workshop overall
98% of respondents rated the workshop as **Good** or **Very Good**

Key Conclusions

- The length of the one day workshop is about right
- Over 95% of respondents agree that workshops are well organised and cover the relevant topics
- Ensuring the right people attend the workshop is key to success
- Most respondents agree that the facilitators ensure that everyone at the workshop gets a chance to contribute
- The workshop is not just a data collection exercise — it is a creative session that is of value in its own right

The workshop is an essential process for developing and agreeing the key sales messages.

Further useful resources can be found at www.solutionsforsales.com. Or for more information on how Solutions for Sales could help you sell more, please call +44 (0)1702 586742 or email enquiries@solutionsforsales.com