



Testimonials for Clientmind Research & Team Development Workshops



MGM Advantage testimonial

“I just wanted to say a huge thank you for the research report you presented back to us this morning. The methodology and the quality of the final report were fantastic, and we’ve all agreed that it’s by far the most useful research study we’ve had. My senior colleague has also now seen it, and the report stood up to his scrutiny – always a good sign!

It has given us a lot of food for thought and the fact it will dictate our sales and marketing plan for the rest of the year and beyond is exactly what we needed.

All of your hard work on this is much appreciated, and I can definitely see us running this again in the next 6 – 8 months. Thanks again!”

Lynsay Dickinson, Head of Marketing, MGM Advantage



Standard & Poor's Testimonial

“Standard and Poor's Fund Services have engaged Clientmind Ltd over a number of years on several market research projects.

We have found Clientmind's domain knowledge, ability to work collaboratively with us, to truly understand our needs and objectives are paralleled by their professionalism and delivery-focused approach to all projects.

Although a small company, their techniques and commitment are on par with much larger organisations.”

Paul Barnes, Marketing Director Europe, Standard & Poor's Fund Services



Liontrust Testimonial

"Liontrust commissioned some attitudinal research among our various customers and contacts on the occasion of our tenth anniversary. After having looked at and interviewed various companies we selected Ian McKechnie's Clientmind to undertake this research project for us.

Right from the start Ian and his team helped shape the scope of the project, giving us a useful insight into the various techniques used for soliciting responses from the interviewees. Their experience in this field was invaluable and meant that the actual process of drawing up a questionnaire and agreeing interview techniques was made much easier for us.

The actual fieldwork was carried out with no interruption to us and the feedback we got from our customers interviewed by Clientmind showed us that their work was being conducted in a thoroughly professional manner.

When we got the results Ian and his team presented it in a very comprehensive way, guiding us through the Research Reports they had compiled. They came into Liontrust several times to give the various teams here some very useful debriefs on key findings which we have already started to utilise. All in all, a very professional and well conducted job. I would recommend Clientmind to anybody looking to undertake a similar exercise."

Jonathan Harbottle, Marketing Services Director, Liontrust PLC



Dow Jones Testimonial

"We valued Clientmind's knowledge and understanding and focus on B to B retention: it meant the work wasn't "just another customer survey". Clientmind's personal approach, and the rapport they were able to build with clients, was impressive.

They managed to elicit a lot of very valuable information for us. We didn't just get statistics, we got real stories, which gave us a much better understanding of the situation and what we needed to do. Clientmind's understanding of sales, account management and marketing was very good.

They contacted us immediately when they spotted a major issue or an opportunity to follow up throughout the period of the survey. Good presentation of results and helpful suggestions from Clientmind's retention experience for us to implement.”

Ernie Wright, Global Director, Inside Sales, Dow Jones



BT Testimonial

“We have used a number of market research companies over the years with mediocre results, but Clientmind are in a class of their own. Because they have worked in the City for many years, they really understood the product marketing issues and the competition we were up against with our target sector. They used their network of fund managers and banking contacts to get out and interview the senior decision-makers we needed feedback from.

The final report was delivered on time and the quality of the final recommendations exceeded our expectations. The unbiased client feedback has enabled us to re-think our product marketing strategy and build a service that buy-side firms really want and need. We thoroughly recommend their services to any firm trying to enter a new market when they need to find out how their company and their proposition are perceived by target clients.”

Gonzalo López Burgos, Development consultant, BT Syntegra financial services



“We asked Clientmind to provide an industry-level report based on client feedback. There was clear evidence that our client base responded positively to the process, reflecting well on our firm for taking the trouble to explore their mindset.

Clientmind managed to uncover a great deal of information about how our service is perceived – especially versus the competition, and this has been valuable to both strategy and product development. The final report was well constructed, easy to read, and with plenty of models and diagrams to support the findings. The project caused no disruption to IntraLinks and was finished on time – a job well done.”

Jason Hemingway, Marketing Manager EMEA, Intralinks



Recent client feedback for the Clientmind Insights Team Development Workshop

“Certainly an insight! The discovery of different personalities and how to deal with them is something we carry for life.”

“An interesting day. Will use some of the things learned when meeting with people of different colour energy.”

“Provides a very useful tool for me in my job. Prior to the workshop I approached such workshops/courses as psycho-babble. My perceptions have been completely altered.”

“Not too ‘hippy’, and a good practical business focus.”

“A really insightful and thought-provoking day. Well planned and interesting. I look forward to reading my report more thoroughly, and taking it all on board. Very enjoyable with some very good practical advice. Thank you!”

“Great to spend time with peers and build relationships, Interesting insights particularly on sales techniques where I thought Ian pitched tone spot on!”

“ I feel that I have benefited from this session and found the information presented interesting, easy to understand and fun. Very friendly.”

“Very interesting to learn how others perceive me compared to how I perceive me! Really feel comfortable with role playing.”

“Good anecdotal commentary. Enjoyable.

“Excellent. Very thought-provoking, open and free-thinking. Very constructive.”

“I did at first believe I wouldn’t learn much – I felt I knew myself and communicate well with others. However I now see that I have learned some interesting new tools I can use day to day.”

“Found profile very accurate and useful. Also very helpful in helping me deal with opposite personalities. One of the most interesting training courses I’ve been on.”

“Very enjoyable and practical, thanks.”

“Suspensions about how I come across to others were usefully confirmed, and some new perspectives on areas for development gained. A very good course – probably one of the most useful I’ve been on in recent years. Thank you.”

“Great insight into tools to deal with other team members.”

“Will be putting the skills learnt to the test over the coming weeks. Hope I learn to deal with ‘yellow’ problems!”

Recent client feedback for the Clientmind Advanced Presentation Skills Workshop

“I thought Ian was excellent – the sessions brought out good, practical tips, provided lots of focus on just what to say in consideration of the audience and not the presenter, and gave very personally-focused information on how to present, based on personal awareness of each individual presenter. Definitely worth doing.” Danny

“Very informative with a high degree of self reflection. Very good facilitator and trainer.” Richard

“Everyone seemed to take a great deal from it. When the time is right for new starts to do something similar I'll be in touch.” Brian

“Excellent 2 days and will be using in the workplace.” Kevin

“I am recommending we develop specialist presenting teams that attend Ian's course as a team in order that we can win more business.” Rob

“Excellent course. One of the best I have attended. The video playback was very instructive.” Patrick

“Very helpful to have to present in front of a camera and spend time on the feedback.” Hugh

“Excellent – could do it again! Wish I'd done the 2 day course.” Simon

“After doing the course I intend to ensure that I capture and add value to the whole audience – not just those that think like me!” Stephen

“Excellent forum for learning – interest maintained throughout the entire 2 day course.” David

“Just would like to underline what value these 2 days brought to me. Excellent course – best I've been on.” Alan

“Excellent to understand the different motivators of audience right from the start. The ‘colour energies’ exercise was a very good way to start the day.” David

“I’m going to make some immediate changes to my presentation for next week.”
Roberto

“Trainer Ian McKechnie had excellent depth of knowledge. I learnt a lot.” Suzanne

“Thanks for running the Presentation course on Monday. I enjoyed it, and I think we all found it really useful. In fact, I went to see head of training to tell her this and she said that she had been receiving back rave reviews!” Claudia

“A fantastic two days that just flew by. I could benefit from a week with Ian”

“Dealing with difficult questions and structuring a presentation were most helpful”

“I really found this 2 of the best days of training I have spent.”

“Superb course - very enjoyable and challenging.”

“Ian tailored the course to the attendees very well – lots of time trying things out.”

“The tutor looked at all delegate goals at the beginning and varied the course accordingly. All sessions excellent and useful.”

“Excellent course – very useful for day job.”

Recent client feedback for the Clientmind Consultative Selling Workshop

Excellent trainer – provides relevant and easy to understand context around the subject

A terrifically well presented and useful course that challenges a lot of perceptions that I had about sales. Very worthwhile, practical and above all enjoyable.

I feel more confident in how to approach sales both in respect of planning and content. Great course.

Understanding what makes a good consultant and how to apply those abilities to helping customers appreciate the value of employing you as a consultant. Because this will enable me to be more effective at winning and maintaining customers.

Ian is simply an excellent instructor. His ability to teach without following notes by rote, using his wide experience, was particularly effective.

The trainer was excellent in both the way in which he presented the material in an engaging manner and in the flow of material. The structure with short breaks was very good. Great value for money!

The tools, ideas and techniques – it's given me the push to try harder and make this happen back at work. Most helpful safe environment for role-play backed up by very good discussions.

I don't usually award courses this highly EVER! Definitely a very good trainer to build confidence in absolutely everyone in the room – really did cater for all. Would be confident to attend another course by this trainer.

Forcing me to consider my relationship with my customers in the light of a range of new techniques will allow me to improve my daily interactions with the customer team.

The tools and practical demonstrations were very good. Ian is passionate about this, has personal experience in the subject and so is inspiring. Excellent, very enjoyable and worth two days.

Established the relationship but difference between selling and consultancy. Provided a framework for listening, reflecting and questioning to root out our customers' real issues.

Refreshed listening and questioning skills. Learned new aspects such as leading client to appreciate cost of inaction.

Realisation that this course helped me understand where my expertise fits into the consultancy sector. Although not totally relevant to my work, I now understand better the process other consultants use.

Understanding faults I didn't know I had. Becoming more self aware and learning the ability to elicit information from all types of people. I wish I had done the 2 day course!

This is the first formal consulting skills course I've been on, and whilst I was initially sceptical, the whole course proved to be worthwhile – specifically the exercises, and I look forward to the follow up, more in-depth course. The tutor's ability to move from fixed elements of the material to other elements as the group needed made a significant difference to the course.

I would definitely recommend this course. Energising, thought provoking, and it gives a deeper understanding of oneself.

The workshop covers the 'how to' which is what I wanted. I now see I have control over how I behave either positively or negatively and this will determine my results.

It's an in-depth analysis of the art of selling. Very confronting sometimes and valuable, especially around how to negotiate objections and close a deal effectively.

I have more confidence and more sales techniques and strategy. Very motivating, clear and straight to the point.

It's all about belief and a change of behaviour – focusing on the right areas to improve performance.

In fact it was one of the few courses where the learning focus was maintained throughout. The 5 minute breaks on the hour helped our concentration and the exercises revealed my strengths and weaknesses. First time ever I don't complete this feedback questionnaire as a joke!

Thank you for sharing your talent with us. The last 2 days has been a great experience – excellent content! The part on client retention was very valuable.

It was a great workshop and I learned a lot of techniques I can use – especially negotiation, questioning and listening.

I learned about the psychology of the buyer and the power of good questioning. This is my problem with customers on a daily basis – so thanks!

I will take up the challenge of practising the 15 performance factors on a daily basis. My focus will be improving consistency.

Rich, inspiring, highly recommendable. We should do this more often.

I feel motivated to improve my consistency. I will recommend your training to friends and colleagues. Great job!!

Invigorated and energised. I would describe this training as very relevant to anyone who sells ideas for a living.

Elated. Very well balanced and appropriate across the whole sales and non-sales organisation. E.H. HR manager

I feel refreshed. I need to listen more and stop to think what I am doing when I'm with a client. R.W. regional sales manager

I feel energised, enthusiastic and an overall warm feeling towards applying the things I've learned to work and life. Thank you! A.N facilities manager

Thank you. An excellent structure on which to base my day-to-day behaviours, and some really tangible take-aways. F.R. business manager

Ian managed to inspire and motivate me with a great presentation style which was relaxed and not judgemental – very good! J.T. customer service

Depth of coverage was very good and I will take away lots of small strategies which will add up to a genuine improvement. I would describe this course as relevant to ALL roles within the organisation. S.B. data analyst

Recent client feedback for the Clientmind Field Sales Workshop

“We boosted new account sales from 24 per month to 94 following our session with Clientmind. We started asking questions and having real business conversations with clients rather than pushing product.”

“Several salespeople reported better engagement overall. Clara received a bonus for the first time ever and she puts this down to starting better conversations – e.g. ‘I’m curious...tell me more about...’ She also received a text after visiting a customer saying ‘thanks for being such a great listener’!