

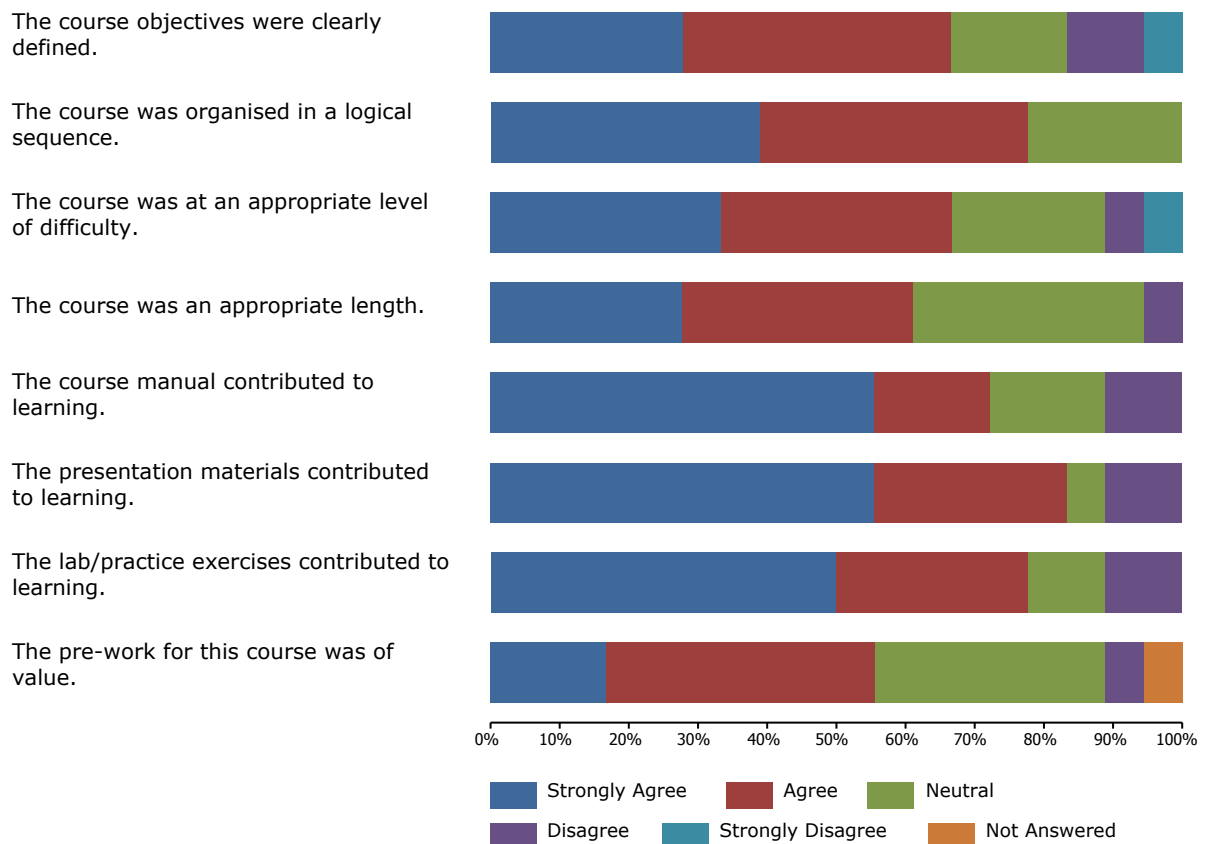
Feedback Analysis Report

Training Category: Marketing
Title: Strategic Marketing Planning
Delivery Method: Instructor Led
Provider: Innitech Training Company Limited
Trainer: Margaret Dumant
Location: Reading
Date: 06/10/2008
Delegates: 22

The Course

1. Select the scale that applies to this question

Mark:	Average/ s.d.	Strongly Agree 1	Agree 2	Neutral 3	Disagree 4	Strongly Disagree 5	Not Answered 0
The course objectives were clearly defined.	2.28 1.18	5 27.8%	7 38.9%	3 16.7%	2 11.1%	1 5.6%	0 0.0%
The course was organised in a logical sequence.	1.83 0.79	7 38.9%	7 38.9%	4 22.2%	0 0.0%	0 0.0%	0 0.0%
The course was at an appropriate level of difficulty.	2.17 1.15	6 33.3%	6 33.3%	4 22.2%	1 5.6%	1 5.6%	0 0.0%
The course was an appropriate length.	2.17 0.92	5 27.8%	6 33.3%	6 33.3%	1 5.6%	0 0.0%	0 0.0%
The course manual contributed to learning.	1.83 1.10	10 55.6%	3 16.7%	3 16.7%	2 11.1%	0 0.0%	0 0.0%
The presentation materials contributed to learning.	1.72 1.02	10 55.6%	5 27.8%	1 5.6%	2 11.1%	0 0.0%	0 0.0%
The lab/practice exercises contributed to learning.	1.83 1.04	9 50.0%	5 27.8%	2 11.1%	2 11.1%	0 0.0%	0 0.0%
The pre-work for this course was of value.	2.17 0.83	3 16.7%	7 38.9%	6 33.3%	1 5.6%	0 0.0%	1 5.6%



2. Additional Comments

- Interesting material but this course has very little to do with my core job.
- Invaluable in bringing me up to speed on how to best work with a sales team as I've recently been promoted
- I found it useful
- A reasonable amount of food for thought.
- I got a greater understanding of the subtleties of building a team
- The interaction during the course helped in bringing the material alive.
- Not too sure about the level of the material, a lot of it was over my head as I have just started working in sales.
- Reasonably well organised and structured to give a good understanding of the material.
- Intensive but now feel more prepared. Lots of work to do.
- Way too much material was covered here, it was a bit overwhelming. Maybe best delivered over a couple of days as opposed to be a one day course.
- The case studies were realistic and interesting and brought the dynamics of the sales function alive.
- Now have a greater understanding of how I can get the best out of my sales team.
- Very stimulating material. Lots of good ideas.
- Practical advice well presented.
- Hard work but very interesting. I learned a lot of new things.
- Will probably be able to take most if not all techniques and put them into practice. The course was easy to follow without the need for constant clarification.
- I now have a clearer understanding of the challenges of building and managing a sales team.
- I found it useful

Responses: 18

Not Answered: 0

Response Rate: 100.0%

3. Did the trainer meet your expectations

Response	Count	Frequency
Yes	14	77.8%
No	2	11.1%
Answered	16	88.9%
Not Answered	2	11.1%
Total	18	100.0%

Response	Frequency	Count
Yes	77.8%	14
No	11.1%	2
Not Answered	11.1%	2
Total:		100.0%

4. Was the delivery method effective

Response	Count	Frequency
Yes	11	61.1%
No	4	22.2%
Answered	15	83.3%
Not Answered	3	16.7%
Total	18	100.0%

Response	Frequency	Count
Yes	61.1%	11
No	22.2%	4
Not Answered	16.7%	3
Total:	100.0%	



5. How would you rate the trainers knowledge?

Average/ s.d.	Excellent	Very Good	Good	Fair	Poor
Mark:	1	2	3	4	5
2.33	3	6	5	3	0
0.99	16.7%	33.3%	27.8%	16.7%	0.0%

Responses: 17
 Not Answered: 1
 Response Rate: 94.4%

Follow-on Comments:

- Seemed to know what he was talking about
- He was able to draw on his experience in the field which was interesting. Gave me a lot to take back and consider
- Straightforward and easy to understand
- Delivered the material with enthusiasm
- He gave a good insight into this area and was quite happy to explain further when required.
- Sounded knowledgeable but was lost on me
- Was impressed with his knowledge
- Impressive breadth of knowledge
- Very helpful and easy to talk to
- Had a straight forward and practical approach which was good
- Put a lot of effort into answering questions

Responses: 11
 Not Answered: 6
 Response Rate: 64.7%

Response	Frequency	Count
Excellent	16.7%	3
Very Good	33.3%	6
Good	27.8%	5
Fair	16.7%	3
Poor	0.0%	0
Not Answered	5.6%	1
Total:	100.0%	18

6. How do you rate the venue?

Average/ s.d.	Excellent	Very Good	Good	Fair	Poor
Mark:	1	2	3	4	5
2.89	0	5	10	3	0
0.68	0.0%	27.8%	55.6%	16.7%	0.0%

Responses: 18

Not Answered: 0

Response Rate: 100.0%

Response	Frequency	Count
Excellent	0.0%	0
Very Good	27.8%	5
Good	55.6%	10
Fair	16.7%	3
Poor	0.0%	0
Not Answered	0.0%	0
Total:	100.0%	18

7. Please rate the equipment that you used.

Average/ s.d.	Excellent	Very Good	Good	Fair	Poor
Mark:	1	2	3	4	5
2.56	0	8	10	0	0
0.51	0.0%	44.4%	55.6%	0.0%	0.0%

Responses: 18

Not Answered: 0

Response Rate: 100.0%

Response	Frequency	Count
Excellent	0.0%	0
Very Good	44.4%	8
Good	55.6%	10
Fair	0.0%	0
Poor	0.0%	0
Not Answered	0.0%	0
Total:	100.0%	18

8. Would you attend another training course with us?

Response	Count	Frequency
Yes	15	83.3%
No	2	11.1%
Answered	17	94.4%
Not Answered	1	5.6%
Total	18	100.0%

Response	Frequency	Count
Yes	83.3%	15
No	11.1%	2
Not Answered	5.6%	1
Total:		100.0%

9. Would you recommend you Training Courses to others?

Response	Count	Frequency
Yes	15	83.3%
No	1	5.6%
Answered	16	88.9%
Not Answered	2	11.1%
Total	18	100.0%

Response	Frequency	Count
Yes	83.3%	15
No	5.6%	1
Not Answered	11.1%	2
Total:		100.0%