

Description of the task, with which Convinced.dk has assisted:

Description: *“In collaboration with Convinced, Telenor Centre of Excellence, has developed a ‘workshop-presentation concept’ targeting B2B clients in our business. The concept consists of a dashboard, where the salespeople can access specific workshop modules that are relevant to the current sales situation. Each workshop module can be activated by a click, which allows the salespeople to choose the content most relevant to the clients, while in direct contact with the clients.*

*Besides concept development, Convinced has also helped train the staff how to effectively execute the presentations.”*

I have collaborated with Mads Holm Iversen from Convinced.dk regarding:

Name: Jan Rasmussen  
 Organization/Company: Telenor  
 Title: Director  
 Email:

**1. Did the cooperation with Convinced contribute to the degree of creative and communicative quality of the workshop-presentations?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment:

**2. Does the presentation hold the potential to enhance Telenor’s sales performance and ability to get through to the B2B-customers?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Minimum

Maximum

Comment: *“Our collaboration with Mads has resulted in a concept, which significantly differentiates us from other companies in the business.”*

**3. To which extent would you asses Mads Holm Iversen’s capability to analyze and grasp your challenges and core messages – and transform these into professional and efficient presentation material?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

Comment: *"Mads has managed to grasp our thoughts and ideas and add knowledge, which has been very beneficial for the concept."*

**4. When introducing the new presentation to the staff, Mads Holm Iversen was the presenter, who explained and motivated the theory and techniques. To which extent did these presentations create commitment, loyalty and ownership amongst the employees regarding the new presentation?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Minimum

Maximum

Comment: *"With his energy and complete professionalism, Mads has been a tremendous inspiration and source of learning, during the kick off of our new concept."*

**5. Would you recommend Convinced to others?**

1	2	3	3	4	5	6	7	8	9	10
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Minimum

Maximum

May we use your evaluation as a reference? Yes  No