

Utilizing Data Collection Techniques to Improve Employee Sales Performance

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Performance Consulting Data Collection Techniques

- Learn to make good business decisions based on accurate and relevant information.
- Utilize key techniques to collect information from members, vendors, employees and others.
- Each technique ensures 100% participation because individuals contribute responses anonymously to a pool of data.

General Data Collection Techniques

Individual Respondents

Data is collected from each individual and qualified using a scale based on most frequently listed to least frequently listed.

Group Response

Individual responses can be turned into group responses utilizing a simple facilitation process, which determine the top three responses of the group.

General Data Collection Techniques

“Up to Now” and “From Now On”

Data is first collected based on the current conditions of their environment. “Up to Now...”

Participants are then asked to list their responses on how things should be in their opinion. “From Now On...”

Data Comparison

Data is collected separately from management and a control group. The two sets of data can be compared and similarities and/or differences noted.

General Data Collection Techniques

Data Triangulation

Data is collected separately from management and individuals. Management is then asked to answer the same questions based on how they feel their staff will respond. This triangulation allows management to see if they are “in touch” with their staff.

Data Reporting

The key to presenting the data findings is to highlight the written aspect of the data collection process. People will not argue with their own data once it is in writing.

What Questions

- Ask the question
- Request three responses
- Prioritize

Does Your Wheel Roll?

- Leadership
- Sales
- Customize

Stop, Start & Continue

- What should we stop?
- What should we start?
- What should we continue?

Supports and Restraints

- What slows you down?
- What helps you?
- Prioritize



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Management Commitment to Success [®]

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Management Commitment to Success

- Focus on specific product for a period of time.
- Survey staff as part of needs assessment.
- Meeting with branch management to discuss program implementation and action steps.

Action Steps

- Initial review of historical production by management and later with staff.
- Staff sets own goal (individual & branch).
- Accountability set for personal & branch goals.
- Commitment from staff to apply/practice sales/training techniques.
- Individual coaching to elicit further feedback from staff.

Coaching

- On on-going basis manager collects data from staff regarding sales opportunities.
- Data is used as basis for sales/coaching/training meetings.
- Sales/Coaching/training meetings facilitate open discussion and problem solving among staff.
- Any required training is scheduled based on feedback from manager's coaching meetings.
- Results are monitored & evaluated for a 3 month period.

Management Commitment to Success Sample Results

Branch “A”

1st Quarter Product Penetration

35%

Branch “B”

1st Quarter Product Penetration

20%

Post Management Commitment to Success Results

2nd Quarter Product Penetration

47%

2nd Quarter Product Penetration

48%

Data Collecting Exercise

Insert:

“Does Your Wheel Roll Exercise”

Thank You for Attending!

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Improved Sales Performance = Increased Revenue

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