

# Success Insights—Sales Report

## Targeting Sales People

This report is geared toward the sales professional. In some respects, a sales force is the same as any other group of employees. In other respects, it is quite different. This sales report takes crucial differences into account and provides information on an individual's style of selling.

## Defining Unique Selling Styles

The selling of cemetery and funerary products is challenging and requires a higher level of skill. This report provides the sales professional a broad understanding of his/her natural sales style. The software analyzes and details how they handle sales presentations, as well as how they close and service their accounts

## Giving Families What They Want

Families want caring service along with to quality products. They want compatible, honest relationships with their sales professionals and they want quick solutions to their concerns. This report offers insights on how to adapt a specific sales style to give families what they want.

## Understanding Families Perception

Overextended strengths can often be perceived as weaknesses. This report identifies these perceptions and provides information on how families see behavior as negative. This knowledge will help the sales professional create an image that is positive and supportive.

## Overcoming The Sales Slump

Ninety percent of all sales professionals who experience a sales slump have merely lost sight of the behavior that it takes to be successful. When a sales Professional is on a roll, he/she projects a behavior that is confident and successful. When a slump occurs, that projected behavior is unsure and careful. Their report can quickly turn their slumps into success.

## Report Contents:

Sales Characteristics  
Value to the Organization  
Checklist for Communicating  
Don'ts on Communicating  
Selling Tips  
Ideal Environment  
Perception—Self and Others  
Behavior Descriptors, Home and on the Job  
Keys to Motivating  
Keys to Managing  
Areas for Improvement  
Action Plan  
Behavior Hierarchy Graph

## Results and Benefits

An investment in this report for your sales force can yield immediate results and valuable benefits in several areas:

- Show how to spot winners and establish a reliable method of choosing salespeople
- Evaluate the performance of both new and existing salespeople.
- Show managers how to get most out of their sales team.
- Coach the sales team for maximum results.
- Select the salesperson who best fits the present needs of the company.
- Bring a salesperson out of a sales slump and back on a winning track.
- Reduce employee turnover and new training costs.
- Increase sales and profits..



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