

Increasing Sales Results

QFS Sales Solutions Overview

Overview

- ▶ Who We Are
- ▶ What Problems We Solve
- ▶ Successful Client Results
- ▶ Sample Engagements : Hiring & Coaching Process Solutions

Who We Are

- QFS focuses on improving Sales Productivity by providing:
 - Proprietary Pre-Hire & Development Products
 - Web-Based/Instructor-led Best Practice Training & Coaching
 - Performance Management Systems
- Pat Sherlock, President/Founder has 25 years in Banking at Fannie, Dime Mortgage & Advanta. QFS was founded in 1992.
- QFS has 40% of Top Lenders as Clients in J.D. Power's 2010 Mortgage Origination Satisfaction Study

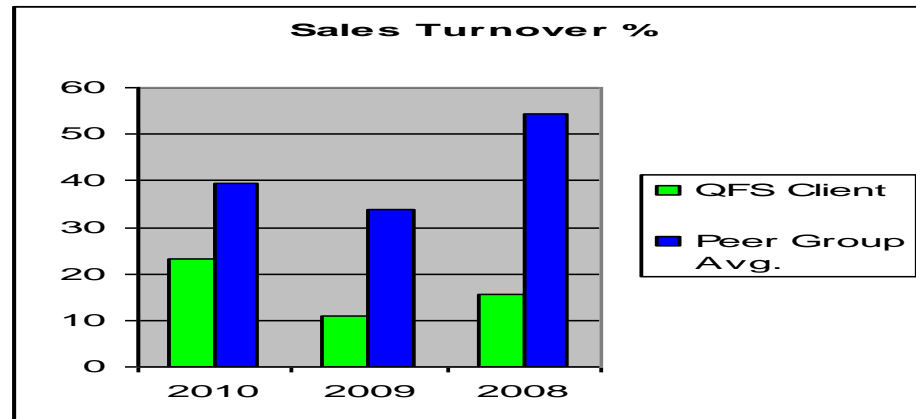
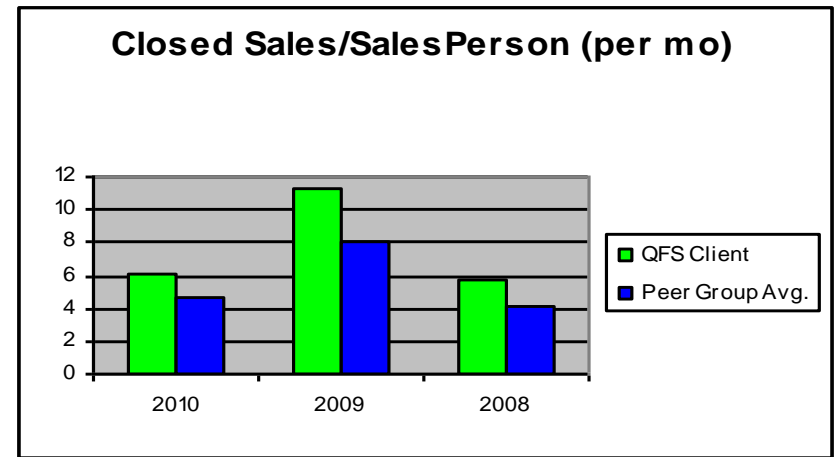
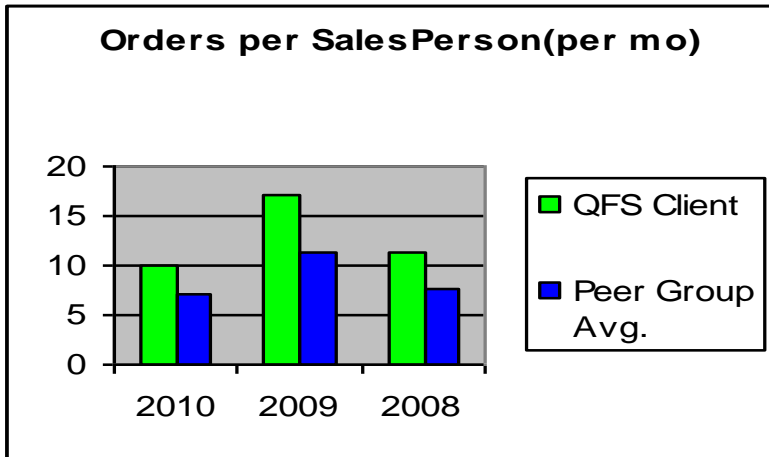
What Problems We Solve

- ▶ **Selecting the Best Candidates**
 - ▶ **On Boarding & Ramp Up**
 - ▶ **Developing & Coaching Superior Performances**
 - ▶ **Other Services**
- ▶ Pre-Hire Predictive Assessments for Sales, Management and Admin; Integrity profile and Installing a Selection Process
 - ▶ Sales Development Reports for Reps and Managers incl. 360 and Leadership Coaching
 - ▶ Web-based and on-site; Wide Range of Sales Topics for Reps and Managers; Can be Customized
 - ▶ Web-based Performance Management Systems and Strategic Consulting

Successful Client Results

- ▶ **Higher Production per Originator:** Clients have 33% Greater Production Results than Industry Peers
- ▶ **Top Customer Satisfaction:** Four of the Top Ten Lenders in 2010 J.D. Power Mortgage Origination Satisfaction Study are QFS Clients
- ▶ **Lower Turnover Results:** Clients have 41% Lower Turnover than Industry Peers

Successful Client Results



▶ **Sample Engagements: Hiring & Coaching Process Solutions**

QFS Hiring Process Solution

1.

Install Predictive Assessments:
Integrity & Sales--Customized
Behavioral Based Questions

2.

Train Managers on How to
Recruit & Interview

3.

Institute Marketing Plan &
Presentation Hurdle

4.

Establish Multi-Panel
Evaluation Sequence

5.

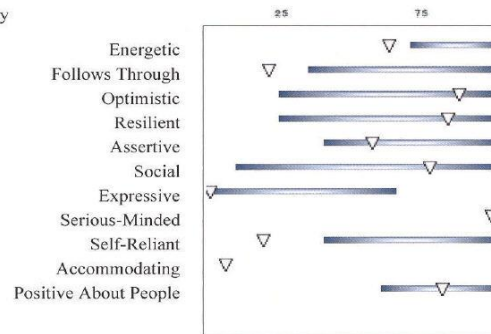
Put in place Selecting the Best
Decision Criteria & On
Boarding Sales Ramp up Plan

Sample: QFS Predictive Pre-Hire Report

QFS Sales Success Profile*

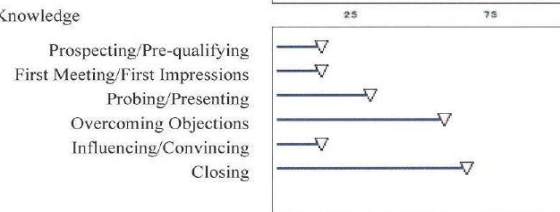
Suzanne Example
Surveyed: 5/7/2010 10:00:00 AM

Sales Personality



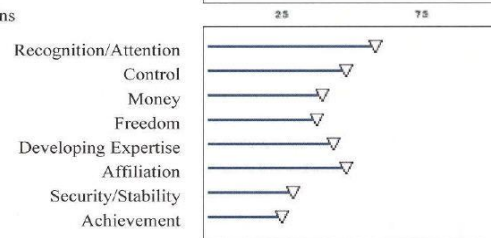
Look for a candidate who has a personality that will be effective in sales.

Sales Knowledge



Evaluate his or her knowledge of consultative selling strategies.

Sales Motivations



Consider the candidate's motivational needs and how they fit with your organization and your management style.

Potential Sales Success:

This sales personality index score falls in the Avoid range of possible scores. Our research indicates that candidates with scores in this range have a low probability of becoming successful. (Less than 5 out of 10 salespeople with scores in this range had above average sales performance.)

Recommendation	Avoid	Pass	Pursue
	X		

QFS Coaching Process Solution

1.

Identify at Sales Person
Level Behaviors & Sales
Knowledge Issues

2.

Provide Personalized
Learning Plans to
Improve Performance

3.

Focus on Weakest
Behaviors

4.

Rollout Web or
Instructor Training &
Coaching Programs

5.

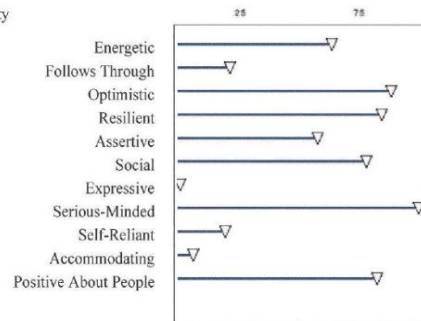
Measure Improvement

Sample: QFS Personalized Coaching Report

Your Profile*

Suzanne Example
 Surveyed: 5/7/2010 10:00:00 AM

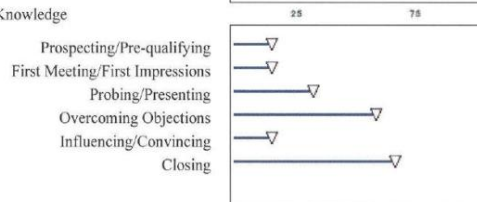
Sales Personality



Scores within the shaded bars have been shown to promote sales success. The non-shaded personality factors may impact success in specific situations.

Use these results and the suggestions that follow to develop areas needing improvement or to accentuate your strengths.

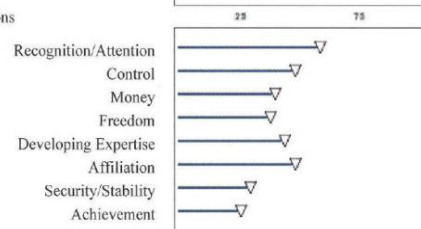
Sales Knowledge



These are your scores on Sales Knowledge.

Use low scores to target training or refresher work you may need.

Sales Motivations



These scores represent the relative importance of various motivators to you.

Think about what does and what does not motivate you. How can you get more of what you want from the job?

*Customized QFS Sales Personality Success Profile

Developmental Suggestions Based On Your Personality

Suzanne Example
 Surveyed: 5/7/2010 10:00:00 AM

Becoming More Self-Reliant

Your assessment responses suggest that you tend to look to others for guidance rather than taking initiative on your own. If you are new to sales, perhaps additional training might give you the extra confidence you need to take charge and get things done. However, if this is a general issue for you, and if you would like to become more of a self-starter, consider the following suggestions.

Activities

Push yourself to take greater initiative. There are lots of ways to do this. Do the research to identify new leads, strategize an approach to reach a new market, take responsibility for setting up new appointments, look at your job and ask yourself how you could do it better.

Ask yourself: "What would my boss want me to do in this situation?" – then do it!

When faced with a significant decision or problem in your work, take the time to analyze it and arrive at one or two solutions or alternatives. Then, go to your boss (or co-workers if it is a project on which you are working with others) with options and recommendations rather than asking for suggestions about what to do.

Books

Consider reading one or more of the following books:

- [1001 Ways to Take Initiative at Work](#) by Bob Nelson & Matt Wawiora, Workman Publishing Company Inc., 1999.
- [On Becoming a Leader](#) by Warren Bennis, Perseus Publishing, 1994.
- [Take Control](#) by Michael Janke, Madison Books, 2000.
- [The Ultimate Guide to Mental Toughness: How to Raise Your Motivation, Focus and Confidence Like Pushing a Button](#) by Daniel Teitelbaum, Peak Performance Publishing, 1998.

Tapes

- [The 7 Habits of Highly Effective People \(Audio Cassette\)](#) by Stephen Covey, Simon & Schuster, 1989.
- [The 7 Habits of Highly Effective People \(Audio CD\)](#) by Stephen Covey, Covey Leadership Center, 2001.

Seminars

- [Preparing for Leadership: What It Takes to Take the Lead](#). Seminar provided by American Management Association [<http://www.amanet.org/seminars/cmd2/2536.htm>]

Why QFS is the Right Solution for Your Firm

- ▶ **Superior Results:** Clients have Higher Production per Sales Person versus Industry Peers
- ▶ **Implement Changes Quickly & Easily:** We Provide Turnkey Training Solutions
- ▶ **Partner with Experts:** We Know Your Business & Deliver What Works

Contact Info

- ▶ Call 800-875-0222 for white paper on Three Keys for Sales Success in a Tough Economy
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- ▶ www.qfsconsulting.com