

# Utilizing Data Collection Techniques to Improve Employee Sales Performance

The key to making good business decisions is to base them on accurate and relevant information. The goal of an effective leader is to guide individuals, groups, teams and organizations toward performance through a process of self-analysis and data collection. This analysis helps you identify the existing barriers to achieve peak performance and creates a template from which change can occur. During this meeting you will be able to collect a wide variety of information from members, vendors, employees and others. This data can then be used to make decisions about future learning and marketing programs.

## General Data Collection Techniques

- Individual Respondents
- Group Response
- "Up to Now" and "From Now On"
- Data Comparison
- Data Triangulation
- Data Reporting

## PRESENTER:



Intercontinental Warranty Services, Inc.

**Mark Rodriguez** - Director of National Business Development for IWS (Intercontinental Warranty Services, Inc.), a provider of Vehicle Service Agreements (VSA), GAP, CPI and Value Based Training to credit unions nationwide.

Over the years Mark has cultivated relationships with many people in the credit union industry acquiring a vast amount of experience in this field. In his role, Mark has been instrumental in facilitating Value Based Training© to credit union management and staff. He has been certified as a Professional Sales Consultant and a Professional Selling Skills and Professional Prospecting Skills Instructor.

**Improved Sales Performance = Increased Revenue**

**Not responsible for training at your credit union?**

**But interested in increasing sales culture, revenue and member satisfaction?**

**Please share this information with the appropriate person at your credit union.**

**For More Information Contact: Mark Rodriguez**

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