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FOR IMMEDIATE RELEASE

Support Financial Resources, Inc. Announces Updates to Sales Measurement Software

June 9, 2009

Centerville, OH - Support Financial Resources, Inc., a leading provider of insurance and market research services, has unveiled key changes to a feature of the Service Experiences Mystery Shopping and Performance Coaching Program, the company's proprietary employee performance measurement and coaching software.

Spotlight on Sales, previously measuring front line sales behaviors through Voice-of-the-Member measurement based on a stringent set of expected sales performance standards has recently been redesigned to accommodate sales skill levels ranging from core selling behaviors to professional level selling skills. This expanded design allows the credit union to measure sales skills based on where they are with their actual progress of training, development, and expectations regarding their sales strategies and actual culture.

Linda Thompson, SFR Division Sales Manager states, "While many credit unions consider themselves to have a mature selling culture the reality is often quite different. It's best to give options so that the client has the practical and motivating measurement and coaching tools at hand to progress their front line sales staff along the continuum of improvement over time. Expecting a sales culture to grow from nothing (as in no sales culture) to a professional selling environment without a way to get there is not a reality in organizational development. Having levels to progress through is a practical and effective way to launch, improve, and master a top-notch selling culture."

Support's new SOS provides two customization levels make this progress happen in the live environment. SOS Core and SOS Professional will identify selling strengths and weaknesses at the branch level as well as at the employee level with practical measurement and coaching tools. **SOS Core** is designed to measure and coach sales behaviors at the basic level, while **SOS Professional** was designed with an eye toward more advanced sales skills.

"This type of career-pathing is quite helpful in developing and retaining high performers at the branch and positioning the credit union for consistent sales performance that contributes well to its overall revenue producing strategies, particularly since selling expectations can be determined progressively on an employee-by-employee basis." said Support Financial Resources, Inc. President/CEO, Rhonda Sheets.

Kathy Cumberworth, VP Corporate Sales Managers, Seven Seventeen Credit Union adds, "Service Experiences has created an awareness of what providing good service looks like from our own members' perspective. Since we hold our employees accountable for service and sales; the Spotlight on Sales (SOS) will support our company's goal of increasing member relationships. SOS will help us to identify our strengths and weaknesses so we can improve our service delivery; learn how to effectively profile in order to identify needs and maintain our members' loyalty."

For more information, please contact Linda Thompson, Division Sales Manager, Support Financial Resources, Inc.