

An exclusive study reveals how to identify highly productive wholesalers.
Learn how to get your FREE Report Summary.

Eliminate the Risk of Hiring the Wrong Wholesaler

Start taking advantage of a goldmine of behavioral research to ensure you choose the best wholesaler for your specific organization. Protect yourself from the real costs of bad hires.

Have you ever really thought deeply about what underlying factors actually make a wholesaler productive? Applied Behavioral Sciences and R.H Riley and Associates have joined forces and found the answer.

We now know those characteristics that productive wholesalers have in common. We analyzed the behavioral competencies of 79 highly productive wholesalers from a wide range of companies in the financial services space. We discovered that there are eleven behavioral characteristics common to highly productive wholesalers.

Whether you are hiring new talent or evaluating your existing staff, we can help improve the effectiveness of your efforts by saving you time and reducing your risks.

Behavioral Characteristics Common to Highly Productive Wholesalers

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| 1 | Ambitious | They are motivated by achievements and success. |
| 2 | Energetic | They are physically and intellectually vigorous. |
| 3 | Poised | They maintain their stability and composure. |
| 4 | Entrepreneurial | They are willing to take initiative and risk in order to make a profit. |
| 5 | Optimistic | They expect favorable outcomes. |
| 6 | Influential | They affect their clients without leaving negative residue. |
| 7 | Empathetic | They identify with and understand the client's situation, feelings and motives. |
| 8 | Credible | They are believed by their clients. |
| 9 | Use time effectively | Their activities yield results. |
| 10 | Manage client relationships | They effectively direct the affairs and interest of their business relationships. |
| 11 | Communicate effectively | They express themselves in ways that their clients readily and clearly understand them. |

For a FREE Summary of our Study on Eliminating the Risk in Selecting Wholesalers or to learn more about how to get started in selecting highly productive wholesalers Call 800-123-4567

At RHRA and ABS, we use our combined experience and expertise to guide and educate managers to improve sales production. Our dedication to continually improving value to our clients compels us to invest in research such as this current study.

To learn more about how our services can benefit your company, please visit [Applied Behavioral Science](#) or [Raymond H. Riley Associates](#) websites.

Email us for more information at info@appliedbehavioralscience.com or at <mailto:info@rhileyassoc.com>.

Call Jeff Winton with RHRA at (610) 251-6899 or
Call Dr. Marty Moser with ABS at (508) 359-7860.

Our study reveals that successful wholesalers have the following eleven traits in common:

1. Ambitious: They are motivated by achievements and success.

Ambition is an internal motivator that enables successful salespeople to direct their own activities with an unfaltering drive and commitment to achieving results. A results and goal setting orientation are key to success in sales.

2. Energetic: They are physically and intellectually vigorous.

The most productive salespeople are energetic and enthusiastic about selling. They are self motivated and enjoy working at a fast pace, thereby increasing their productivity. Physical and intellectual vigor are required to handle the fast-pace and quickly meet the intellectual demands of sales.

3. Poised: They maintain their stability and composure.

Successful salespeople are simultaneously enthusiastic and poised. Their ability to manage themselves mentally and emotionally are a primary reason for their success. 75 percent of careers are derailed because of the inability to handle interpersonal problems.

4. Entrepreneurial: They are willing to take initiative and risk in order to make a profit.

Dr. Moser's ABS study revealed that the most productive salespeople are entrepreneurial. They take calculated risks, initiative, and employ swift problem-solving skills as a matter of course. They initiate phone calls, follow-ups and consultations

5. Optimistic: They expect favorable outcomes.

Though realistic and truthful about the negatives, successful salespeople focus on the positives. Realistic optimism is an invaluable asset for a salesperson.

6. Influential: They affect their clients without leaving negative residue.

The ability to influence takes a salesperson quite far. The successful salesperson intuitively sells benefits rather than the features of a product because they understand what influences the customer.

7. Empathetic: They identify with and understand their client's situation, feelings and motives.

Emotions are tied into almost everything people do. The most successful salespeople quickly identify with those emotions and build on them to develop trust and help the client make the decision to buy.

8. Credible: They are believed by their clients.

Studies show that salespeople typically have six minutes to gain credibility with a client. Successful salespeople establish themselves as a sincere, passionate, trustworthy source in that short period of time.

9. Use time effectively: Their activities yield results.

A 2004 study showed that while most salespeople believe they are spending 50 percent of their time selling the reality is closer to 10 percent. Productive salespeople understand the importance of time management.

10. Manage client relationships: They effectively direct the affairs and interest of their business relationships.

Successful salespeople understand the importance of trust and building a relationship with the client. Relationship building and protecting that relationship separates the top salespeople from the mediocre.

11. Communicate Effectively: They express themselves in such a way that their clients readily and clearly understand them.

Dr. Moser's ABS study reveals that effective salespeople communicate in a concise manner. They understand how the client thinks and concisely provides the information they need to make the decision to purchase.