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## Exclusive for DEVELOPMENTS

Ryan Williams  
Generator Systems Ltd

A couple sitting at a sales table, today, may find themselves viewing a computer screen as they converse with the sales person. As they discuss their vacation preferences and talk about their interests, the system records all their vacation and personal preferences. The software then customizes a presentation, complete with video and music, and assists in directing the ensuing conversation. The course of the sales process is no longer wholly dependent upon the salesperson's memory, but rather, is carefully crafted to engage the couple emotionally while subtly inducing them to visualize how vacation ownership will enhance their lives. At the end of the day, management has an infallible record of the process – the amount of time the sales representative spent on each topic, background information and data about the couple and their responses to each portion of the pitch. Managers will use the information to tweak sales performances, train new employees and improve presentations.

Generator Systems' Vice President of Business Development Ryan Williams, RRP, says, "In today's world, customers are no longer impressed by a salesperson's ability to write upside down on a yellow pad and are likely to be repelled by low-tech presentations. Sales managers are looking to specialist sales software to present well-crafted audio-visual to customers, capture and organize data gathered during the go-minute presentation and provide accurate management tools. The return on investment for developers electing to supply technology to their sales departments is phenomenal."

According to Williams, a well-crafted immersive sales system should offer the following:

- Professionalism. The days of getting away with amateur PowerPoint slideshows are long over. Consumers expect the quality of the presentation to match that of the resort's vacation ownership product, and not to lag behind everyday computer technology they use in their homes and offices, so it has to be flawless.

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- The system must be tailored to your own resort's sales process. Buying a one-size-fits-all solution, is no solution. Software for the sales room should be programmed to follow successful sales principles.
- At the end of the day, sales software can provide management with useful data about prospects and new buyers, as well as information about how each salesperson performed.

The sales process is not yet perfect. A true sales system will never stop evolving. Standing still in the world of sales is never an option.. Select the business partner that has the vision and the business model that supports performance improvement over the near and long terms. – But more to the point, delivers revenue and bottom line profit gains now.