

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**PLANS ACTIVITIES TO INCREASE SALES RESULTS**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

1. The Art and Science of Selling

2. Activity Based Planning

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**DEDICATES SUFFICIENT TIME TO DEVELOPING ADDITIONAL BUSINESS  
WITH EXISTING CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

### Suggestion Cards to develop this competency:

1. The Art and Science of Selling
2. Activity Based Planning

13. Pareto's Principle

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**MANAGES SALES PIPELINE TO ACCELERATE THE PROGRESSION OF PROSPECTS TO CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

11. Not Just A Pipedream

12. Creating A Splash!

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**ALLOWS TIME TO PROSPECT FOR NEW CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Card to develop this competency:**

2. Activity Based Planning

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**CAN IDENTIFY A CRITERIA FOR AN IDEAL CUSTOMER**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

3. Creating A Customer Profile

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**ADOPTS A SYSTEM FOR GENERATING CUSTOMER REFERRALS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

4. A Dynamic Referral System

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**USES AN EFFECTIVE STRATEGY TO GENERATE LEADS**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

5. Optimising Lead Generation

6. Getting Prospects to Call You

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**APPLIES A PROCESS TO DETERMINE WHICH PROSPECTS TO  
CONTACT FIRST**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

6. Prospect Criteria

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**DEMONSTRATES THE USE OF A PROSPECT NURTURING SYSTEM**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

7. Prospect Nurturing

15. Getting in Early

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**MAKES APPOINTMENTS WITH NEW PROSPECTS IN A PROFESSIONAL MANNER**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

8. Warm Up Act

9. Star Quality on the Telephone

20. Banish Call Reluctance!

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**COMMUNICATES EFFECTIVELY ON THE TELEPHONE**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

9. Star Quality on the Telephone

20. Banish Call Reluctance!

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:** ALLOCATES A SALES PROBABILITY RATING FOR EVERY PROSPECT

**Self Assessment:**  **Competent**  **Development Required**

Evidence:

**Sales Manager's Assessment:**  **Competent**  **Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

11. Not just a Pipedream

14. Pipeline Visibility

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:** KNOWS CONVERSION RATIOS FOR EACH STEP IN THE SALES PROCESS

**Self Assessment:**  **Competent**  **Development Required**

Evidence:

**Sales Manager's Assessment:**  **Competent**  **Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

11. Not just a Pipedream

14. Pipeline Visibility

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**PROVIDES FOLLOW-UP IN A WAY THAT BUILDS STRONG CUSTOMER  
RELATIONSHIPS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

16. Post Sale Follow Up

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**USES A PROCESS TO MINIMISE RISK OF LOSING CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

19. Consolidate

17. Keep Winning!

# ASSESSMENT OF SALES COMPETENCE

## ACTIVITY MANAGEMENT COMPETENCIES – THE TRYNAMIC SALES PROCESS™ SUGGESTION CARDS

**Competency:**

**ACTIVELY DEVELOPS ADDITIONAL BUSINESS FROM EXISTING CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

18. Strong Relationships

19. Consolidate

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**SETS GOALS AND CUSTOMER OBJECTIVES THAT ARE SMART**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

1. Going For Gold

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**CONVEYS ENTHUSIASM, CONFIDENCE AND FLEXIBILITY**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

2. High Five!
3. Can you or Can't you?

4. Beliefs of Excellence
5. Happy Talk

6. Energy Boosters
7. Mental Preparation

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**POSSESSES CLEAR EXPECTATIONS FOR PROSPECTS AND CUSTOMERS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

8. Up-Front Contracts

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**DEMONSTRATES HIGH RAPPORT BUILDING SKILLS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

8. Up-Front Contracts

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**ACTIVELY LISTENS TO OTHERS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

**13.** The Power of Listening

**14.** Active Listening

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**IDENTIFIES AND AGREES SPECIFIC REQUIREMENTS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

- 16. Know your questions
- 17. Open to Leading

- 18. Motivating Questions
- 19. Funnel Questioning

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**UNCOVERS EACH PROSPECT'S PAIN OR PROBLEM**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

20. Getting Beneath the surface

21. Probing for Pain

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**MAKES SELF UNDERSTOOD CLEARLY AND CONCISELY**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

- 8. Up-Front Contracts
- 24. A Powerful Opening

- 25. Positive Language

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**CHECKS FOR UNDERSTANDING**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

14. Active Listening

15. A Consultative Approach

31. Seek First to Understand

40. Trial Closing

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**ANTICIPATES RESPONSES AND ADDRESSES QUESTIONS POSITIVELY**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

34. What to Plan and Prepare  
37. Handling Objections

38. Pre-Emptying Objections

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**PRESENTS PRODUCTS/SERVICES IN A CLEAR MANNER THAT ARE  
ALIGNED TO REQUIREMENTS**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

15. A Consultative Approach  
22. Features and Benefits

23. Presenting Your Case  
27. Winning Presentations 28. PRESENT!

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**UNDERSTANDS THE DIFFERENCE BETWEEN A FEATURE AND A BENEFIT**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Card to develop this competency:**

22. Features and Benefits

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**BUILDS CUSTOMER CONFIDENCE AND TRUST**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

- 9. Building Rapport
- 10. Matchmaker

- 25. Positive Language

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**CREATES AGREEMENTS THAT ARE FAIR TO ALL PARTIES**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

**30. A Win-Win Approach**

**35. Handling Tough Negotiations**

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**PREPARES THOROUGHLY FOR NEGOTIATIONS**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

32. Concessions!

33. The BATNA Advantage

34. What to Plan and Prepare

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**HANDLES OBJECTIONS WITH CONFIDENCE AND EMPATHY**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

**26.** Positive Talk Around Price  
**36.** Objections = Opportunities

**32.** Concessions!

**37.** Handling Objections

**39.** It's All About Value for Money

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**SELLS ON VALUE RATHER THAN PRICE**

**Self Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Sales Manager's Assessment:**

**Competent**

**Development Required**

**Evidence:**

**Development Actions:**

**Suggestion Cards to develop this competency:**

22. Features and Benefits

39. It's All About Value for money

# ASSESSMENT OF SALES COMPETENCE

## CONSULTATIVE SALES COMPETENCIES – THE SELLING GAME™ SUGGESTION CARDS

**Competency:**

**CLOSES DEALS AT THE APPROPRIATE TIME**

**Self Assessment:**

**Competent**

**Development Required**

Evidence:

**Sales Manager's Assessment:**

**Competent**

**Development Required**

Evidence:

Development Actions:

**Suggestion Cards to develop this competency:**

- 29. When Negotiation Starts
- 40. Trial Closing

- 41. Open to Closing
- 42. The Process of Closing