

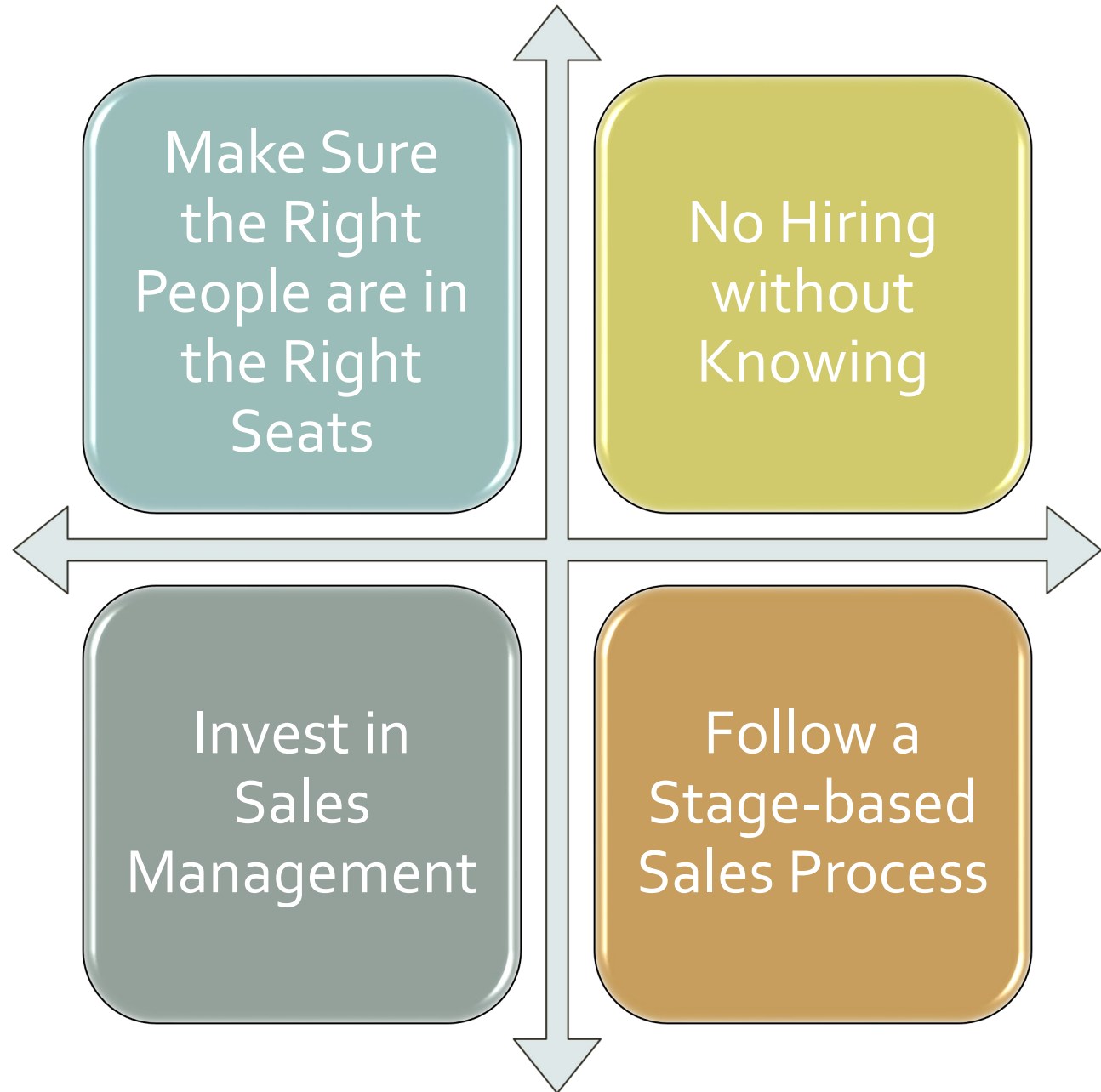


4 Activities of Top-Performing Banks

With Mark Trinkle
Chief Growth Officer



The 4 Activities





#1

Make sure the
Right People are in the
Right Seats

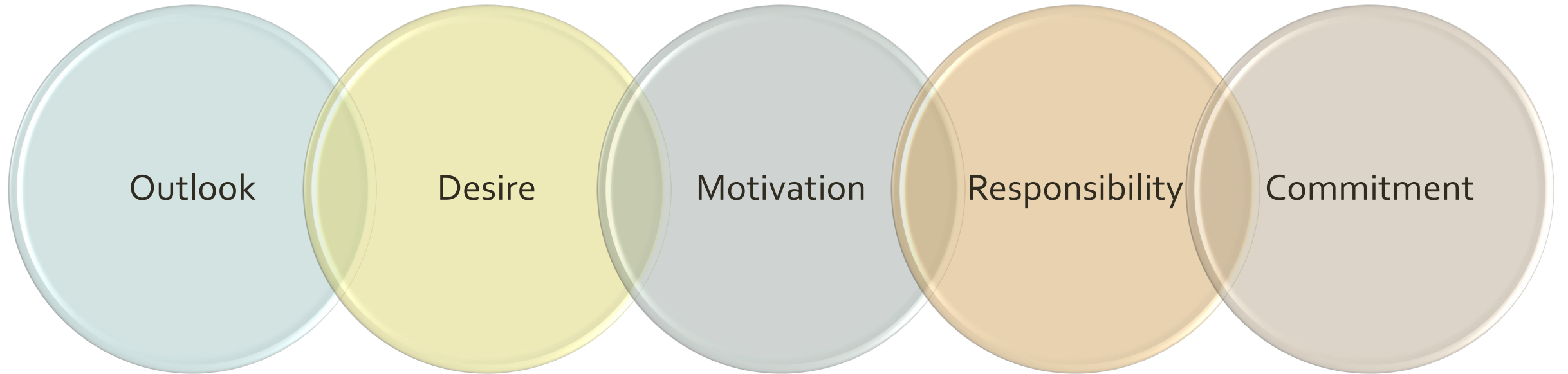
Right People?

The Will to Sell

Sales DNA

Selling
Competencies

The Will to Sell Competencies



The 6 Elements of Sales DNA

Need for Approval

Stays in the Moment

Personal Beliefs

Personal Buy Cycle

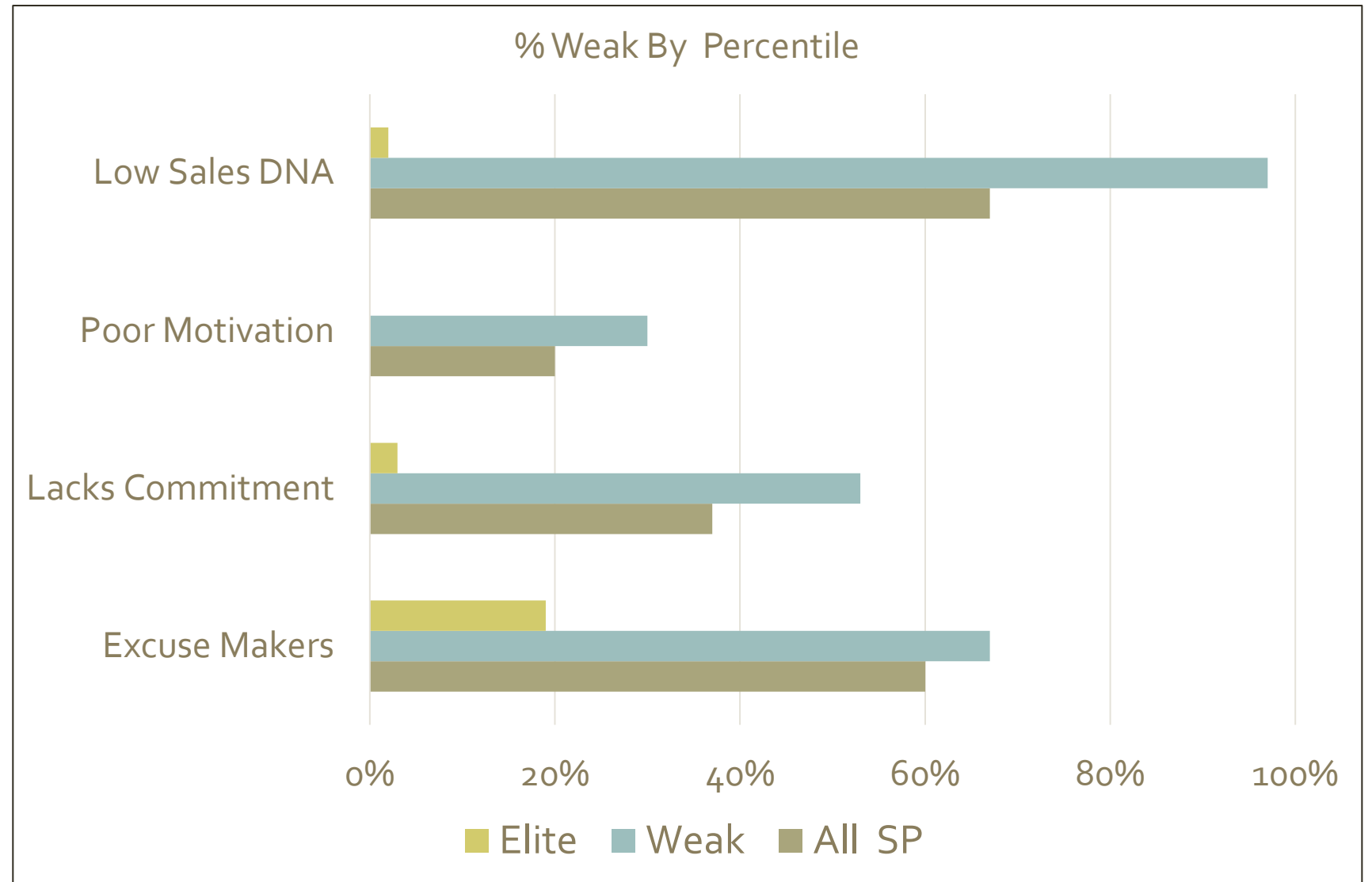
Handles Rejection

Money Issues

Data Check:

Sales Competency Differences

Source: Objective Management Group



The 10 Selling Competencies



Value Seller

- Focused on value over price
- Knows & believes in their value
- Comfortable discussing money
- Always positions value
- Sales process supports value
- Learns why prospects will buy
- Asks enough & great questions
- Avoids making assumptions
- Not compelled to provide a term sheet



The 21 Core Competencies

FINDINGS FOR 21 CORE SALES COMPETENCIES

SAMPLE BANK

SALES COMPETENCIES	All Salespeople	Top 10%	Bottom 10%	All Banks	Your Bank
Hunting	58	80	36	56	41
Reaching Decision Makers	42	74	19	51	57
Relationship Building	45	50	38	51	39
Consultative Selling	41	65	22	39	23
Selling Value	55	81	31	56	46
Qualifying	50	76	27	55	48
Presentation Approach and Context	73	86	62	74	47
Closing	24	45	8	26	26
Mile-stone Centric Sales Process	49	73	26	43	29
Embracing Sales Technology	39	60	24	30	4

SALES DNA

Doesn't need approval	73	89	55	70	67
Stays in the Moment	78	86	68	77	76
Supportive Beliefs	78	86	70	78	78
Supportive Buy Cycle	38	56	22	37	38
Comfortable Discussing Money	55	85	29	69	61
Handles Rejection	70	86	53	67	70

WILL TO SELL

Desire for Success	75	91	57	75	80
Commitment for Success	51	74	25	49	57
Outlook	70	75	63	72	57
Responsibility	41	68	32	41	28
Motivation	63	82	44	60	60

Source: Objective Management



#2

No Hiring Without
Knowing

Have a Process for Hiring Better Salespeople

- ✓ Profile
- ✓ Search
- ✓ Assess
- ✓ Qualify
- ✓ Interview
- ✓ Onboard



If you could hire for results, what would they be?

Criteria	Standard
Annual New Business Generation	
Annual Revenue Handled	
Team Success	
Individual Performance	
Team Player	
Account Size – Average Revenue	
Leadership Qualities	
Coaching Skills / Results	
Intellectual Competencies / Results	
Closing Skills / Results	
Communication / Relationship Results	

Why Assess? Stop Hiring Without Knowing!

Source: Objective Management Group

Requirements

Meets OMG Criteria



Will to Sell



Meets minimum Sales DNA of 68% for difficulty level



Meets Your Criteria



Value seller



Will hunt for new business



Entrepreneurial seller



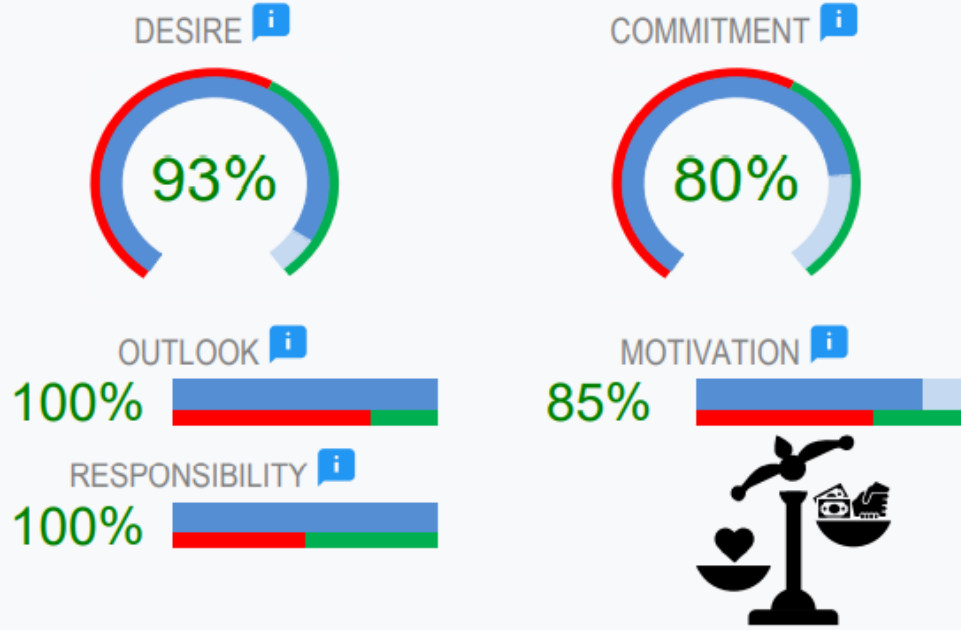
Recommendation for an Interview



Do you need to know this information?

Source: Objective Management Group

The Will to Sell Competencies



Recommendation for an Interview

Recommended Ideal Ramp-Up Skills



MEETS OMG CRITERIA



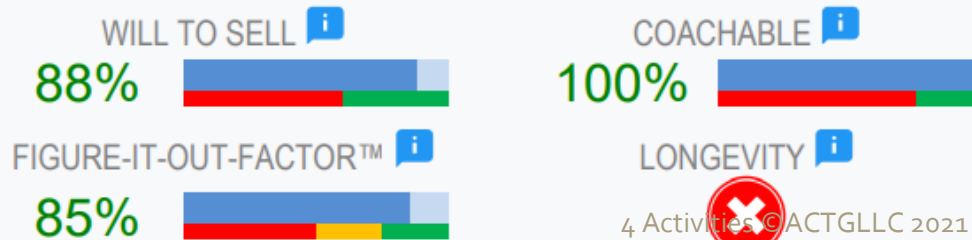
MEETS YOUR CRITERIA



TAILORED FIT

NOT CONFIGURED

Development



Sales Percentile™

98%

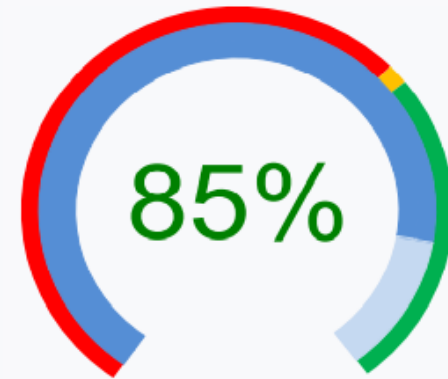
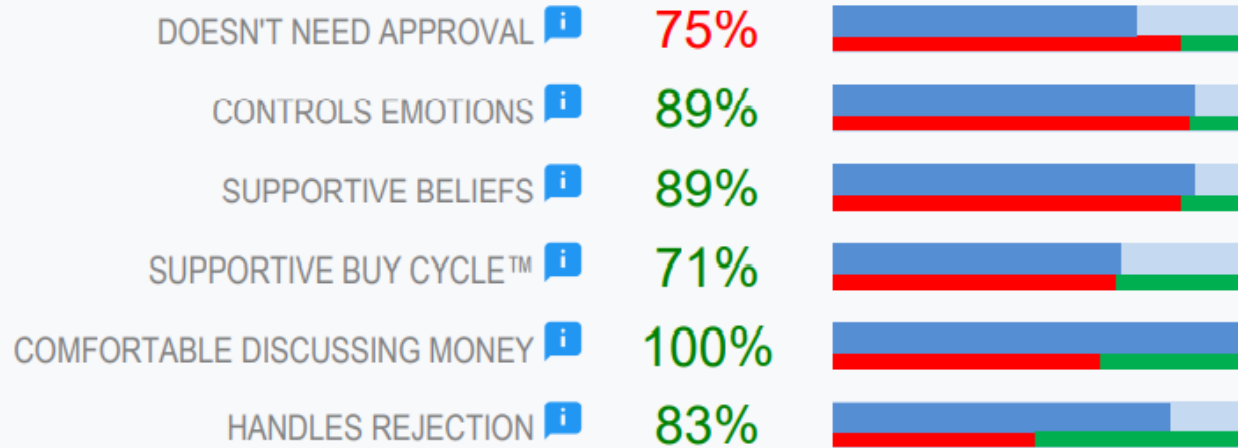


ELITE
 WILL TO SELL PERCENTILE 96%
 SALES DNA PERCENTILE 93%
 SELLING PERCENTILE 88%

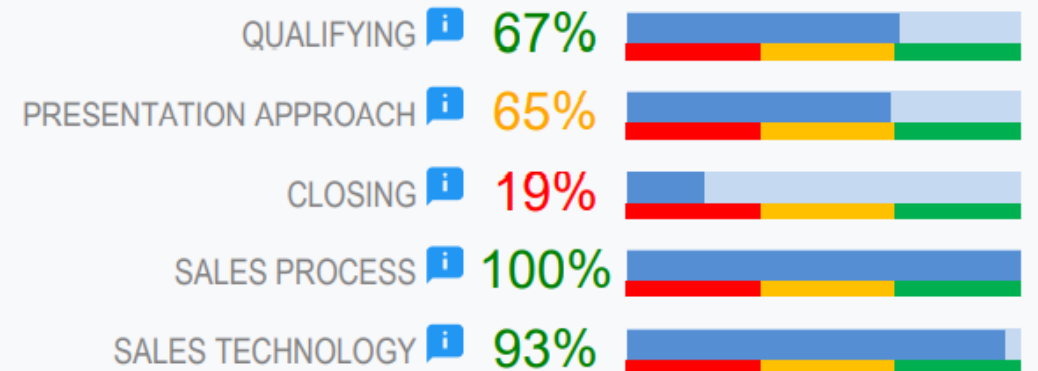
If you knew this, would you hire them?

Source: Objective Management Group

Sales DNA Competencies



Selling Competencies



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#3

Invest in Sales
Management

Standards & Accountability

Coach an Effective Selling System

Motivation that Works

Upgrade your Sales Team

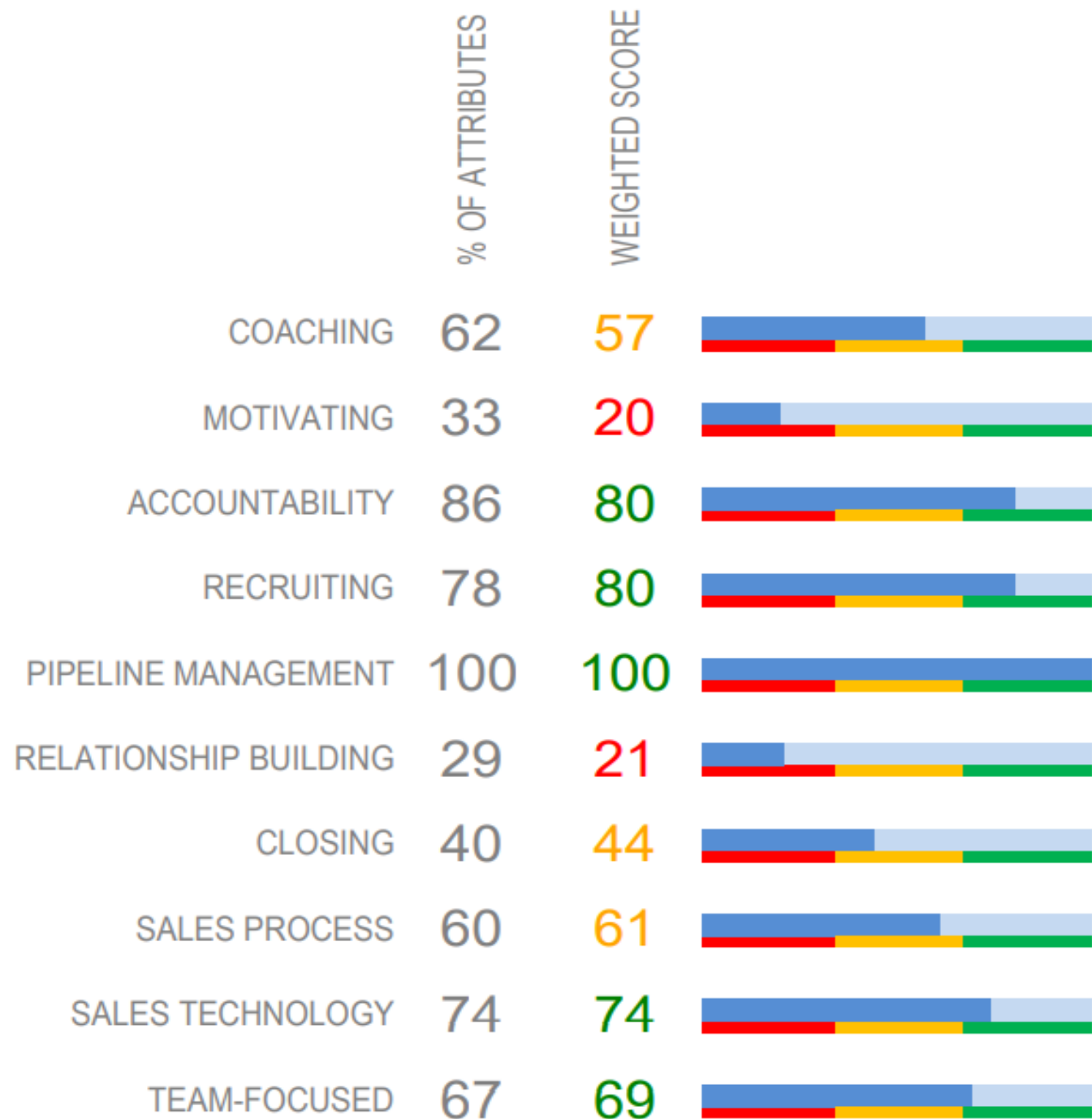
Coach for Success

Hire Better Salespeople

How strong are your Sales Leaders?

Do Your Sales Leaders Have These Skills?

Source: Objective Management Group



Sales Management Roles



Lead for Results



Manage Activity



Coach Behaviors





#4

Follow a Stage-Based Sales Process



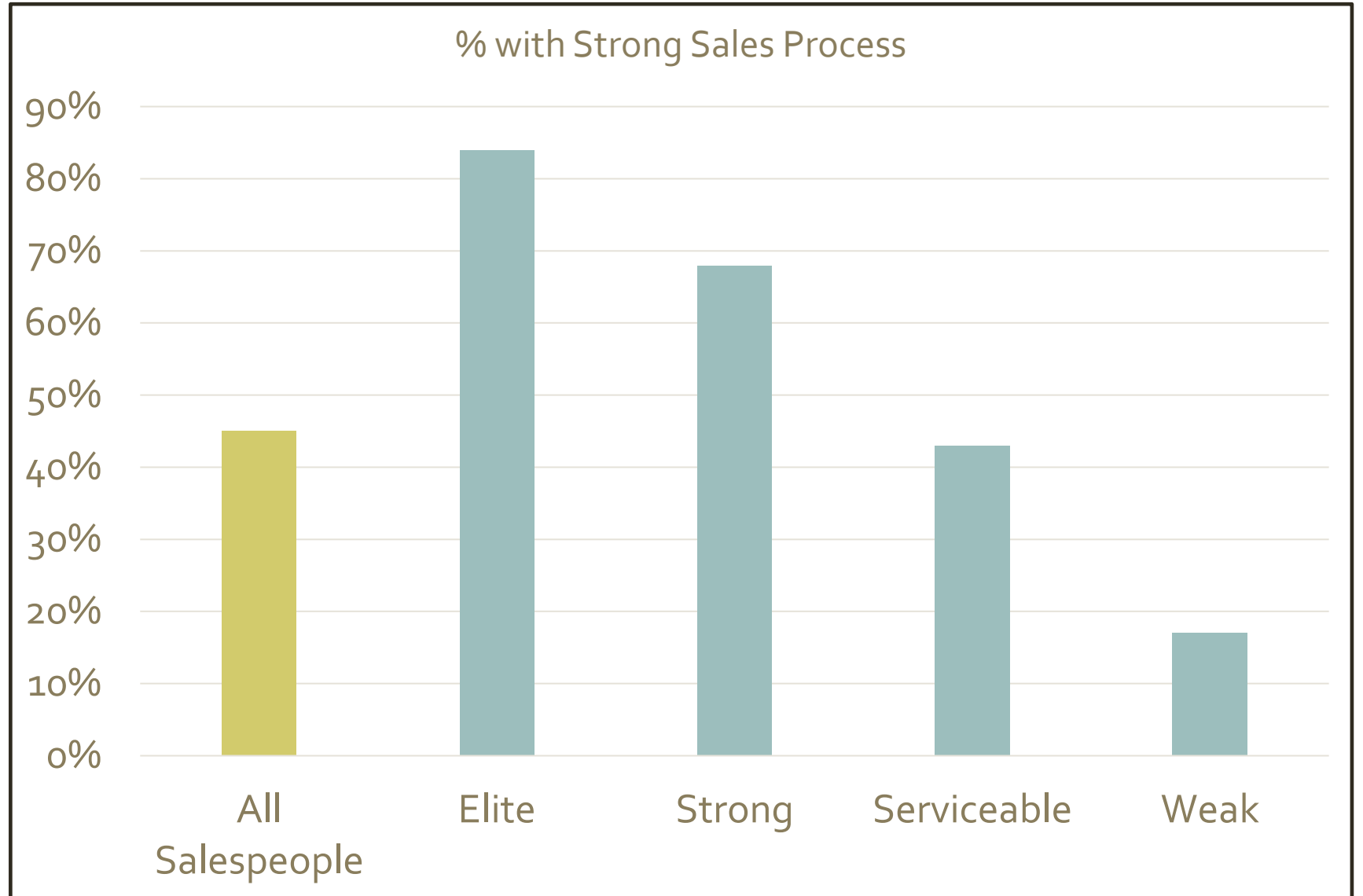
Milestone-Centric Sales Process

- Follows effective stages & steps
- Process has most key milestones
- Process has adequate sequence
- Consistent & effective results
- Little wasted time
- Relationship based
- CRM-Savvy
- Strategic use of sales scorecard

Data Check:

Milestone-Centric Sales Process

Source: Objective Management Group Inc



Want to learn more?

Free offer: How does your sales team rank on the 21 Sales Core Competencies?

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