

Measuring Competence With Evidences

Leveraging Political Conditions			
Customer Acumen		Political Acumen	
CA-1	Discerns Political Agendas	PA-6	Capitalizes on Political Forces
CA-2	Listens & Adapts	PA-7	Asks Insightful Questions
CA-3	Develops Deal-Mover Timelines	PA-8	Implements Deal-Mover Plans
CA-4	Researches Customer's Organization	PA-9	Builds Internal & External Networks
CA-5	Maps Executive Influences	PA-10	Bonds with Executives

PA-7	Asks Insightful Questions Asks questions that reveals the value connections between key players and deciders.
------	---



Evidence Level	
6	Always asks how the key client will apply positive change to his or her future
5	
4	
3	
2	Usually asks questions that get customers to talk about budgeting cycles and areas where slow downs occur.
1	

Leveraging Political Conditions

Customer Acumen	Political Acumen
-----------------	------------------

Knowledge & Translation

Product Knowledge	Product Translation
-------------------	---------------------

Value Delivery

Sales Development	Relationship Development
-------------------	--------------------------

Competitive Differentiation

Competitive Thinking	Competitive Doing
----------------------	-------------------



Blackfoot
Idaho • USA
208-785-3622

Grand Rapids
Michigan • USA
616-647-3282