

SANDLERSM



Sales Training & 80/20 Focus

February 18, 2026

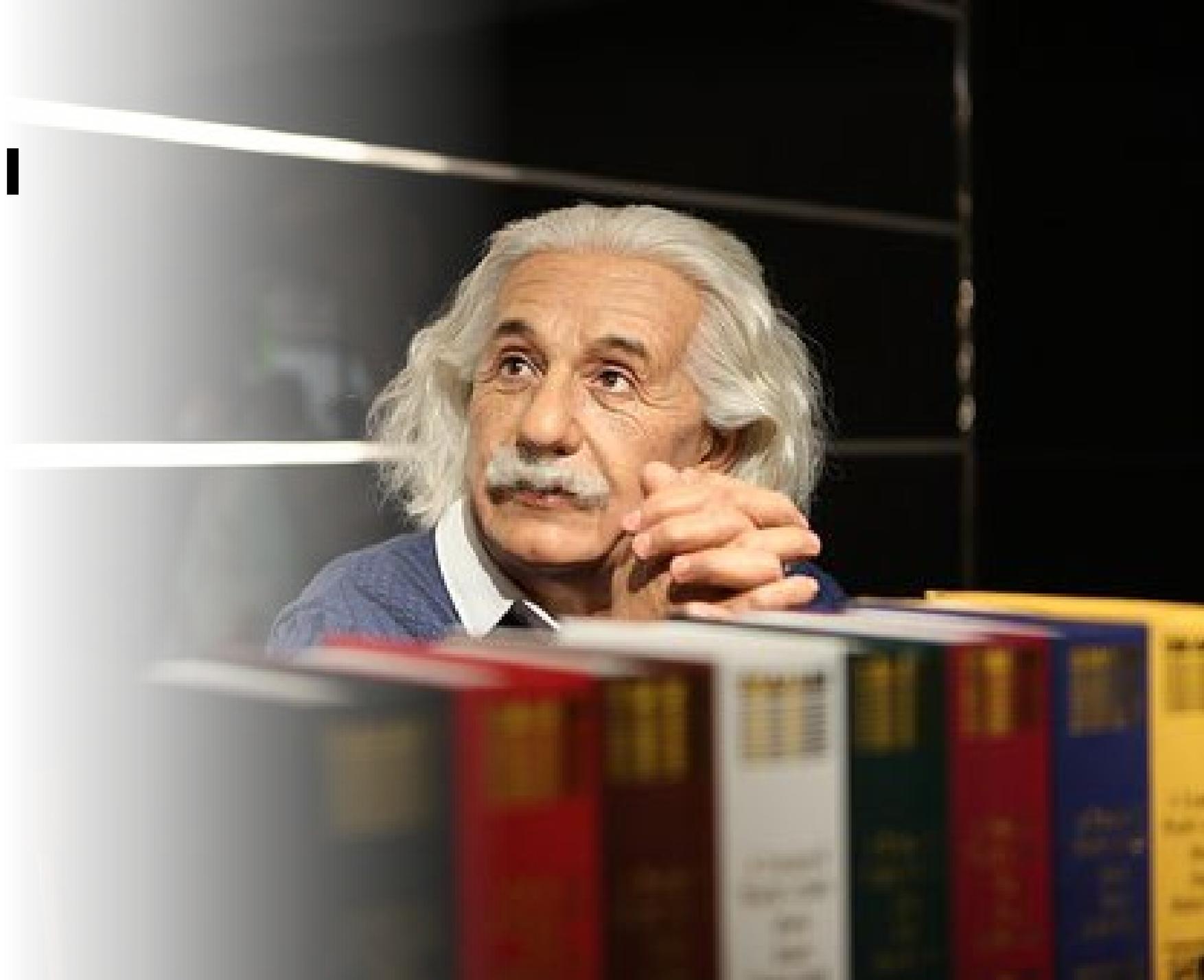
Chris McDonell



**“I have no
special talent. I
am only
passionately
curious.”**

***My*
UNFAIR ADVANTAGE**

SANDLERSM
McDonnell Consulting Group



Dynisco Pain Level Mapping

Purpose:

Consistently uncover, quantify, and prioritize *true business pain*, not just technical issues, so salespeople can focus time, solutions, and pricing power where it matters most.

Refer to Handout

	The Fort!		Necessary Evil	
	80% Items (1,371)		20% Items (6,506)	
80% Customers (291)	Revenue	85,329,405	Revenue	17,411,700
	Revenue %	66.4%	Revenue %	13.6%
	Margin	36,154,436	Margin	6,366,036
	Margin %	42.4%	Margin %	36.6%
	Discount	72,682,581	Discount	20,725,384
	Discount %	46.0%	Discount %	54.3%
	# of customers	291	# of customers	251
	# of Items	1,269	# of Items	4,739
	# of transactions	23,138	# of transactions	12,645
Rev/Transaction	3,688	Rev/Transaction	1,377	
20% Customers (3,164)	Revenue	17,424,991	Revenue	8,259,012
	Revenue %	13.6%	Revenue %	6.4%
	Margin	10,814,715	Margin	4,212,830
	Margin %	62.1%	Margin %	51.0%
	Discount	11,769,538	Discount	2,745,841
	Discount %	40.3%	Discount %	25.0%
	# of customers	2,312	# of customers	2,026
	# of Items	727	# of Items	2,684
	# of transactions	10,623	# of transactions	6,348
Rev/Transaction	1,640	Rev/Transaction	1,301	

Benefactors

To Go!



Missing Persons Video

How often does someone miss a meeting?

Tip: Do a video summarizing the notes of the meeting and send to the "Missing Persons." Copy the others.

