

SANDLERSM



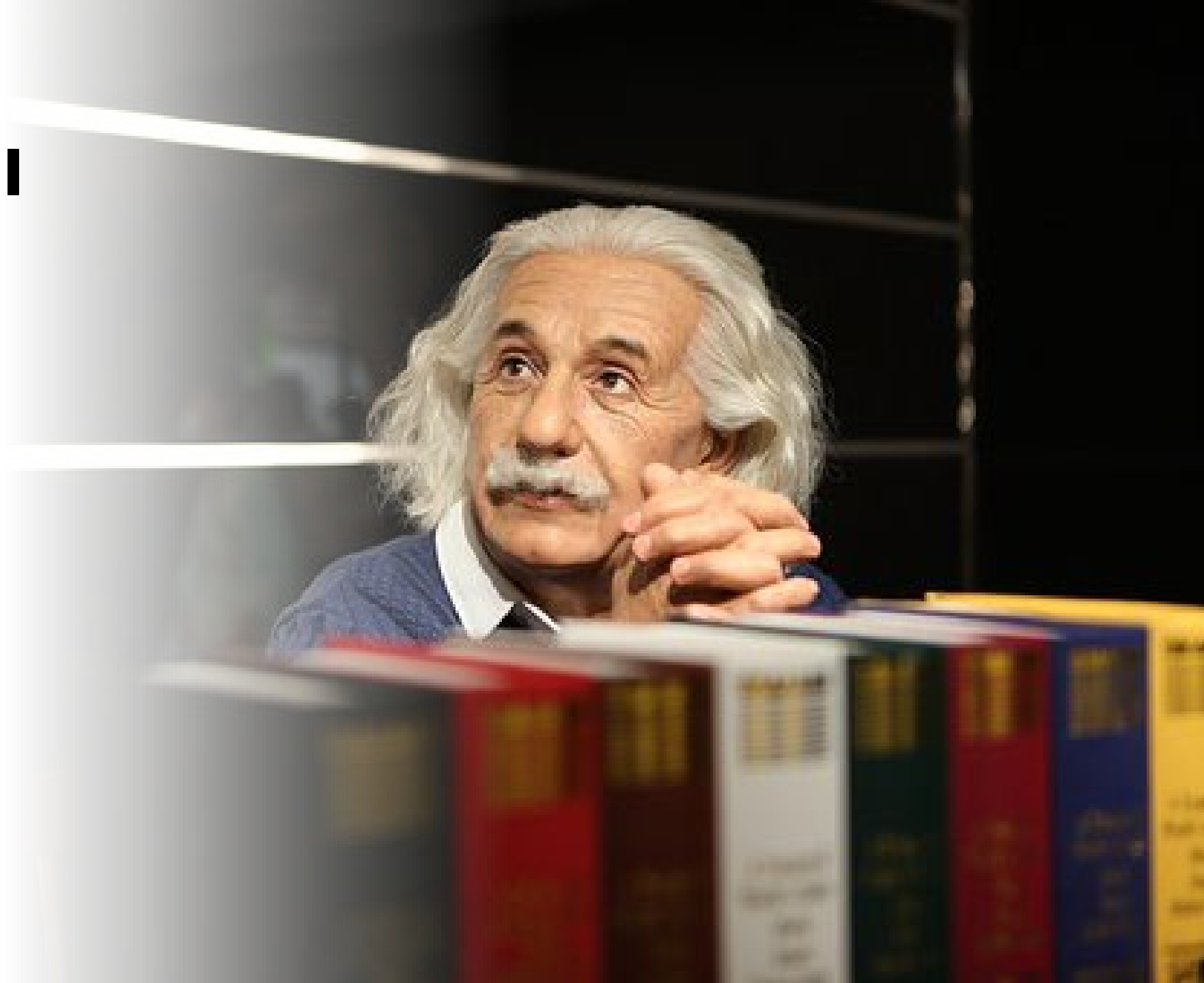
80/20 Focus & Follow Up Mastery!

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**"I have no
special talent. I
am only
passionately
curious."**

***My
UNFAIR ADVANTAGE***



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!			

Partner Activity – 2 Minutes

- **Why should we work with Dynisco?**
- **What makes you better than _____?**
- **Tell me more about _____?**
- **Why should we switch from _____ to you?**

Components of an **Up-Front Contract**



Appreciation/ Purpose

Thanks for setting up the time to meet to discuss... Our goal is to determine if we are the right fit for ____.



Confirm Time

Does the 30 minutes we had planned still work for you?



Agendas: Yours & Buyers

My goal is to learn about your current needs, and I'll be asking a lot of questions, for example..... Does that make sense? Are you OK with that?

If we were to build an agenda for this meeting, and it were to turn out to be an ideal discussion, what would you want to make sure we cover? (Play back) Got it. What else?



Expected Outcome

Typically, I find that we can decide together if there's a possible fit for _____ or not. If not, no problem. You'll let me know if you feel that way? On the other hand, if it looks like there might be a potential fit, we'll take the last few minutes to set up next steps. Fair?

HIGH-IMPACT FOLLOW-UP MASTERY

"Follow-up is not about persistence — it's about clarity."

THE CORE MINDSET SHIFT

***"Follow-up is not about persistence —
it's about clarity."***

WEAK FOLLOW-UP

- ✗ Chasing prospects
- ✗ Vague 'check-ins'
- ✗ No defined next step
- ✗ Hope-based activity

STRONG FOLLOW-UP

- ✓ Qualifying clarity
- ✓ Purpose-driven contact
- ✓ Defined mutual actions
- ✓ Decision facilitation

#1 EARN THE RIGHT TO FOLLOW UP

The Up-Front Contract

Every call or meeting must end with THREE things agreed upon:

1

Clear Next Step

Both sides know exactly what happens after this conversation.

2

Defined Timeline

A specific date or deadline is agreed – not 'sometime next week.'

3

Mutual Agreement

Prospect confirms they'll take action or give a definitive answer.

EXAMPLE: *"If I don't hear from you by Thursday, should I assume this isn't a priority right now?"*

#2 FOLLOW UP WITH PURPOSE – Breakout

✗ ELIMINATE THIS

"Just circling back..."

"Touching base to see if you had a chance to look at our quote..."

"Wanted to check in..."

VS

✓ REPLACE WITH

- A new insight relevant to their project
- A progress update on your end
- A decision-driving question

THE GOLDEN RULE OF FOLLOW-UP

Every single follow-up must either move the deal forward or qualify it out. If it doesn't do one of those two things — don't send it.

#3 TIE EVERY FOLLOW-UP TO PAIN

No Pain = No Urgency = No Deal

Always anchor your follow-up back to what the prospect told you matters most to them.

Process Downtime & Scrap

Unplanned downtime and excessive scrap from poor pressure or melt quality control cost manufacturers significant time and money.

Polymer Quality & Consistency

Without accurate real-time measurement data, manufacturers struggle to maintain consistent polymer quality across global production sites.

Aging Sensor & Instrument Risk

Outdated transducers and measurement systems create unreliable readings, safety risks, and unplanned failures that shut lines down.

EXAMPLE: *"Last time we spoke, you mentioned that your team was dealing with inconsistent melt pressure readings and unexpected line stoppages – has that situation improved?"*

#4 USE "TAKEAWAYS" TO CREATE MOVEMENT

Pressure Without Pressure

The Takeaway is the willingness to slow down, pause, or walk away from a deal when the prospect isn't engaging. Counterintuitively, this creates more movement than any amount of chasing.

It Builds Respect

Prospects don't value what is easily given. When you're willing to walk away, they take you seriously.

It Forces a Decision

Ambiguity dies in the face of a takeaway. Prospects must either commit or pass — no more ghosting.

TRY THIS: *"Should we pause this conversation until the timing improves on your end? I don't want to waste your time."*

#5 MULTI-THREAD EVERY OPPORTUNITY

Don't build a house on one pillar. More relationships = fewer stalled deals.

PROCESS
ENGINEER /
PLANT MGR

Feels the process pain daily – pressure spikes, sensor failures, and scrap. They want reliable measurement solutions NOW.

VP OF
ENGINEERING /
R&D

Controls the technology roadmap and capital budget. Connect Dynisco's ROI – reduced scrap, uptime, accuracy – to their approval criteria.

QUALITY /
OPERATIONS MGR

Will champion Dynisco internally once they trust you've solved a quality, compliance, or efficiency problem they care about.

COO / VP OF
MANUFACTURING

Final sign-off authority. Connect Dynisco's solution to their operational efficiency, throughput targets, and cost reduction goals.

ASK EARLY: "Who else will weigh in on this decision?"

Buyer Personas

It is important to understand the general priorities, potential pains, and performance standards for all senior leaders that you call on. After that, you can focus on the specific pains and questions that relate to selling Dynisco's measurement and process control solutions.



**Process Engineer &
Plant Manager**



**Operations
Manager**



**VP Engineering /
R&D Leader**



**COO / VP of
Manufacturing**



**Procurement /
Supply Chain Leader**

To make sure we're tailoring our solution to your business goals, our next step would be sense to speak with your process engineering, operations, and quality leaders. Our clients tell us it makes implementation smoother and delivers more value across the whole team"

Process Engineer / Plant Manager

Likely Pains:

- Dealing with unexpected line stoppages, pressure spikes, and sensor failures that drive up scrap and downtime costs.
- Struggling to maintain consistent polymer quality across multiple lines, shifts, or global facilities.
- Aging or unreliable sensors making it hard to trust measurement data and optimize melt processing conditions.
- Reactive environment — constantly troubleshooting instead of proactively improving process efficiency and yields.

How Dynisco Helps:

- Delivers industry-leading melt pressure and temperature sensors built for the harsh conditions of extrusion and molding environments.
- Provides real-time process data that helps engineers reduce scrap, minimize downtime, and optimize throughput.
- Ensures measurement reliability with sensors designed for long service life and unmatched accuracy in polymer processing.
- Deep application expertise across extrusion, injection molding, blow molding, recycling, and polymer processing.

Questions: Process Engineer / Plant Manager

- What parts of your extrusion or molding process are creating the most variability or waste right now?
- How confident are you in the accuracy and reliability of your current pressure and temperature measurements?
- Where do you see the biggest gap between what your sensors tell you and what's actually happening in the process?
- How often do sensor failures or drift issues force you to slow down or stop production?
- What are your biggest concerns about maintaining consistent quality across your production lines?
- Are there manual measurement or calibration steps in your process that slow you down or introduce errors?
- What process variables consume the most troubleshooting time for your engineering team?
- Are there integration gaps between your measurement instruments and your process control systems?
- How would you rate your current visibility into what's happening inside the extruder or mold in real time?
- Where are you most exposed right now – measurement accuracy, sensor reliability, or process control?
- How many different sensor and instrument vendors are you currently managing across your facility?
- What are you doing to stay ahead of tightening quality specs and evolving polymer processing requirements?
- **Follow-up:** If that continues, what happens to your yields and your ability to meet customer specs?

VP of Engineering / R&D Leader**Likely Pains:**

- Rising costs from aging measurement infrastructure and instrument technology debt across multiple facilities.
- Limited visibility into total cost of ownership — from sensor replacement cycles to downtime caused by instrument failures.
- Unpredictable instrument failures and calibration drift creating quality risk, safety exposure, and production disruption.
- Evaluating and selecting the right measurement and analytical technology from a fragmented vendor landscape.
- Driving ROI on capital investments in process instrumentation and polymer test equipment.
- Keeping pace with evolving polymer formulations, sustainability requirements, and regulatory standards.
- Integration challenges between legacy instruments and modern process control and data systems.

How Dynisco Helps:

- Proven sensor and analytical instrument solutions with clear ROI — reduced scrap, improved yield, and less downtime.
- Accurate technical guidance and total cost of ownership analysis for instrumentation investments.
- Mitigates risk with highly reliable, long-life sensors and global technical support backed by decades of application expertise.
- Consolidates measurement and polymer analysis vendors under one trusted partner.
- Frees engineering teams from troubleshooting instrument issues to focus on process innovation and optimization.
- Acts as an extension of your R&D and engineering team with deep polymer science and application expertise.
- Delivers end-to-end solutions from lab-based rheometry and melt flow

Questions: VP of Engineering / R&D Leader

- How predictable are your instrumentation replacement and maintenance costs across your production facilities?
- What would a critical sensor failure or loss of measurement accuracy do to your production output and quality commitments?
- Do you ever worry about measurement gaps or blind spots in your process control instrumentation?
- How well-planned are your instrument calibration, replacement, and upgrade cycles?
- Are outdated or unreliable instruments slowing down your process engineers or quality teams?
- Have you explored alternative measurement approaches or new sensor technologies to address these challenges?
- Have you looked at consolidating your measurement and polymer testing vendors to reduce complexity and cost?
- How do capital equipment and instrumentation investment decisions get made in your organization?
- What would you most like to change about your current measurement and process control setup?
- If you could eliminate one instrumentation or measurement pain point this year, what would it be?
- Are your long-term process improvement and quality goals reflected in your instrumentation budget?
- Do you find managing multiple sensor, instrument, and analytical equipment vendors to be a challenge?
- Do you feel your current measurement infrastructure can scale to support new product lines, formulations, or facilities?
- What measurement or analytical systems do you wish were better integrated with your process control environment?
- What strategies are you using to modernize your measurement infrastructure without disrupting ongoing production?
- **Follow-up:** Can I ask what you're currently doing to manage that risk? Is that working the way you need it to?

COO / VP of Manufacturing**Likely Pains:**

- Operational disruptions from instrument failures pulling focus away from strategic manufacturing improvements.
- Fear of quality escapes, line shutdowns, or falling behind competitors on production efficiency and consistency.
- Unpredictable costs from unplanned downtime, emergency sensor replacements, and reactive maintenance cycles.
- Unclear roadmap for modernizing aging measurement and process control infrastructure across facilities.
- Keeping production and engineering teams focused on output — not fighting instrument problems.
- Unable to scale production capacity or add new product lines due to measurement and process control limitations.

How Dynisco Helps:

- Delivers measurement and process control solutions that reduce unplanned downtime and drive operational predictability.
- Allows operations leadership to focus on throughput, yield improvement, and strategic capacity growth.
- Provides confidence in process data accuracy with sensors engineered for long service life in harsh polymer environments.
- Transparent total cost of ownership — from sensor investment to scrap reduction and uptime improvement.
- Reduces overall cost of quality by giving operations a clear window into the process at all times.
- Frees capital from reactive maintenance to reinvest in process improvements and capacity expansion.
- Provides predictable instrumentation costs backed by global technical support and application expertise.

COO / VP of Manufacturing

- How much of your team's time is spent reacting to process problems and instrument issues instead of driving continuous improvement?
- What keeps you up at night when it comes to production consistency, quality commitments, or operational continuity?
- What would a major line shutdown or quality escape due to measurement failure cost your business?
- Have you ever felt your team was held back by unreliable instrumentation or a lack of real-time process visibility?
- Do you feel you have risk in your current measurement infrastructure when it comes to quality, safety, or compliance?
- Are you comfortable with your current instrumentation vendor relationships and their ability to support you globally?
- What do you feel is your biggest operational risk exposure related to process measurement and control right now?
- How often do unplanned sensor failures or process measurement issues impact your production budget?
- How much time is your operations team spending on instrument troubleshooting vs. strategic process improvement?
- What is your vision for operational excellence and process efficiency over the next 3–5 years?
- What plan do you have in place to modernize your process measurement and control infrastructure?
- How do you protect your operations from the risk of instrument obsolescence or single-source vendor dependency?
- **Follow-up:** Is that something you're looking to fix in the near term? What's the cost of doing nothing?

Quality / Operations Manager

Likely Pains:

- Constant pressure to meet tightening customer quality specifications while keeping scrap rates and costs in check.
- Team spending excessive time on manual quality checks and troubleshooting rather than process optimization.
- Difficulty maintaining consistent quality standards across multiple production lines, shifts, or global sites.
- Inconsistent measurement data making it hard to pinpoint root causes of quality failures or process deviations.
- Ensuring every production run delivers on spec — with full traceability and documented process data.
- Managing increasing regulatory and customer audit requirements with limited real-time process documentation.

How Dynisco Helps:

- Provides accurate, real-time melt pressure and temperature data to catch deviations before they become quality failures.
- Material analysis tools — melt flow indexers and rheometers — enable proactive polymer quality verification.
- Reduces time spent on manual quality checks by delivering reliable, repeatable measurement data automatically.
- Enables consistent quality benchmarking across multiple facilities with standardized instrumentation.
- Backed by global technical support and application expertise to resolve issues fast when they arise.
- Predictable sensor and instrument lifecycle costs with documented replacement and calibration schedules.
- Scalable solutions that grow with new product lines, increased throughput, and evolving material requirements.

Questions: Quality / Operations Manager

- How much time does your quality team spend on manual checks and troubleshooting vs. proactive improvement work?
- Have you ever shipped product that failed customer specs because a process measurement was off or a sensor was drifting?
- How do measurement or instrumentation limitations impact your ability to maintain consistent product quality?
- How has growth in production volume or new polymer formulations strained your current quality processes?
- What is your current strategy for documenting and tracing process data across production runs for quality audits?
- What does your current quality control workflow look like from raw material testing through finished product release?
- Where do you experience the most friction or variability in your quality control process?
- How many polymer grades, formulations, or customer spec requirements are you currently managing simultaneously?
- Have you had a measurement or instrument failure that led to a quality escape or customer complaint?
- **Follow-up:** Can you give me an example? How long has that been an issue? What have you tried to resolve it?

COO / VP of Manufacturing

Likely Pains:

- Operational inefficiencies from aging or unreliable measurement equipment driving up costs and downtime.
- Lack of real-time visibility across facilities makes it impossible to drive consistent performance enterprise-wide.
- Disconnected vendor relationships creating complexity — no single partner who understands the full process.
- Capital being consumed by reactive maintenance rather than strategic process improvement and capacity growth.
- Difficulty demonstrating ROI on instrumentation investments to finance and executive leadership.

How Dynisco Helps:

- Delivers a complete measurement and polymer analysis ecosystem — sensors, controls, and lab instruments — from one partner.
- Provides enterprise-wide process visibility with standardized instrumentation across all production sites.
- Reduces total cost of ownership through longer sensor life, fewer failures, and consolidated vendor management.
- Frees operations capital from reactive spending to reinvest in growth initiatives and strategic improvements.
- Provides clear ROI data — scrap reduction, yield improvement, downtime avoidance — to justify instrumentation investment.

Questions: COO / VP of Manufacturing

- How much visibility do you have into production consistency and quality across all your facilities right now?
- Does your current measurement infrastructure support the operational efficiency goals you're responsible for?
- How does poor process measurement visibility show up in your operating costs, scrap rates, or customer complaints?
- What challenges are you seeing in driving consistent performance standards across different production sites or shifts?
- Do you have a consistent instrumentation strategy across your facilities, or is each site managing it independently?
- How well do your measurement systems integrate with your broader process control and ERP environment?
- How do quality, engineering, and operations teams currently share and act on process measurement data?
- Does your current measurement infrastructure limit your ability to scale production or add new product lines?
- What would it mean for your business if every line in every facility had consistent, real-time process visibility?
- **Follow-up:** What happens operationally when measurement or quality control breaks down? What does that cost you?

Procurement / Supply Chain Leader

Likely Pains:

- Pressure to reduce costs and consolidate vendors while still sourcing reliable, high-performance instrumentation.
- Difficulty comparing sensor and instrument suppliers on total value — not just unit price.
- Long lead times, supply chain disruptions, or single-source dependencies creating procurement risk.
- Balancing cost reduction mandates with the operational reality that cheap sensors drive expensive downtime.
- Managing global supplier relationships for instrumentation across multiple facilities and geographies.
- Lack of visibility into total lifecycle cost of measurement instruments — beyond the initial purchase price.

How Dynisco Helps:

- Provides a full-line instrumentation portfolio — sensors, controls, and analytical instruments — simplifying vendor consolidation.
- Backed by 60+ years of proven reliability, reducing the total cost of sensor ownership through long service life.
- Global supply chain with stocking in Franklin MA and Heilbronn Germany ensures delivery reliability worldwide.
- Enables clear total cost of ownership analysis — acquisition, maintenance, and downtime avoidance combined.
- **Focus on how Dynisco delivers more value than low-cost alternatives: less downtime, less scrap, longer sensor life.**

Questions: Procurement / Supply Chain Leader

- How are you currently evaluating sensor and instrument suppliers — on price, performance, or total lifecycle value?
- What challenges are you facing in ensuring reliable supply of critical measurement instruments across your facilities?
- What aging measurement equipment do you know needs to be replaced but hasn't been prioritized yet?
- Do you have any instrumentation consolidation or vendor rationalization initiatives planned in the next 12–18 months?
- Are you working with a single preferred supplier for measurement instrumentation, or managing multiple vendors?
- Do you carry procurement risk from sole-source dependencies on critical measurement components?
- What measurement or instrumentation categories would you most like to consolidate under a single supplier?
- What are the most common complaints you hear from engineering or operations about their instrumentation suppliers?
- **Follow-up:** What does it cost your operation when a critical sensor fails and a line goes down waiting for a replacement? How quickly can you recover?

#6 CREATE MICRO-COMMITMENTS

Momentum beats big leaps. Break the deal into small, deliberate 'yeses.'

1

Final review of the Solution (next step is a proposal)

"Can you give it a look by Wednesday?"

2

Bring in a Stakeholder

"Let's include your VP of Engineering on the next call to walk through the ROI and scrap reduction data."

3

Confirm Scope and Requirements

"Let's confirm your current sensor inventory, process conditions, and measurement requirements so we can build an accurate proposal."

4

Schedule a Solution Walkthrough

"Would a 30-minute application walkthrough help your engineering team see how our sensors and instruments perform in your specific process environment?"

#7 USE A STRUCTURED FOLLOW-UP CADENCE

Don't wing it. Consistency beats intensity every time.

Day 1

Recap + Value

Send a meeting recap, restate their pain, and articulate the value you bring.

Email

Day 3–4

Insight or Question

Share a relevant article, stat, or case study. Ask a decision-focused question.

Email + Call

Week 2

Decision Message

Directly ask for the next step. Reference their stated timeline and pain.

Call + LinkedIn

MIX YOUR CHANNELS • Call • Email • LinkedIn

#8 DISQUALIFY AGGRESSIVELY

Your time is your most valuable asset — protect it.

Before investing more follow-up time, confirm these three things:

Real Pain?

Do they have a genuine, active need – or are they just exploring options?

Real Funding?

Has budget been allocated or approved — or are they in the 'wish list' phase?

Real Timeline?

Is there a firm deadline driving urgency — or is 'sometime this year' the answer?

THE FORMULA: Qualify Hard → Follow Up Less → Close More

If any of the three answers is NO — move to nurture. Stop active follow-up.

#9 CONFIRM THE DECISION PROCESS EARLY

Ghosting usually happens because you never mapped how they actually make decisions.

ASK UPFRONT

- *"Walk me through how decisions like this get made."*
- *"Who else is involved in approving this?"*
- *"What does the timeline to decision typically look like?"*

USE IN FOLLOW-UP

- ✓ Reference their exact process back to them to show you were listening.
- ✓ Time your outreach to align with their internal decision cycles.
- ✓ Know who to copy or loop in at each stage of approval.

Knowing the decision process prevents 'ghosting' late in the sales cycle.
If you're being ignored, you probably never mapped it.

#10 END EVERY FOLLOW-UP WITH A DECISION QUESTION

You are not a reminder service. You are guiding a decision.

✗ WEAK ENDINGS

"Thoughts?"

"Let me know if you have questions."

"Feel free to reach out anytime."

"Just wanted to follow up!"

✓ STRONG ENDINGS

"Are we moving forward, or should we close this out?"

"Based on our timeline, should we schedule the next step?"

"What would need to be true for you to say yes this week?"

COACHING INSIGHT

"If you are doing a ton of follow-up, it usually means you did not qualify well enough upfront."

THE 3-QUESTION FRAMEWORK

Every follow-up message should answer all three of these questions before you hit send.

01

What problem are we solving?

Reconnect to their stated pain. If you can't answer this, don't send the message.

02

What is the next step?

Name it specifically. A vague 'let's connect soon' is not a next step.

03

What happens if they do nothing?

The cost of inaction. Articulate what staying in the status quo costs them.

If you can't answer all 3 — rewrite before you send.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Purpose: Provide a repeatable, consultative approach that helps Dynisco sales team members qualify sensing opportunities, reduce one-off customizations, prioritize standard products, and confidently walk away from unprofitable, low-volume business.

Guiding Principle: Dynisco’s goal is not to sell more sensors... It is to sell the right sensors to the right customers in the right way.

Step 1 — Strategic Fit First (Before Any Discovery)

New rule: Not every sensing opportunity deserves a full discovery process. Start by screening for strategic fit.

Strategic Fit Screen (Pre-Call): Sales team must answer YES to at least 2 of 3:

1. Customer buys Dynisco sensing as a primary or secondary supplier (not an occasional fallback).
2. Opportunity aligns with standard sensor offerings (or can realistically be standardized).
3. Annual volume potential is meaningful (or expandable to a meaningful level).

If the opportunity fails the screen, redirect to a standard unit configuration or stocking distributor. Proceed cautiously and with intent to disqualify early. Just because a customer wants a sensor does not mean Dynisco should build one.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 2 — Customer Buying Behavior Assessment

This step addresses the “competitor-dominant account” situation and diagnoses customer behavior early.

Diagnose buying behavior with direct questions:

- Who do you typically buy sensors from today?
- What percentage of your sensors come from each supplier?
- When do you come to Dynisco specifically?
- What is the reason you come to Dynisco an occasional buyer?

Red-flag patterns to watch for:

- Dynisco is used only for specialty or one-off sensors.
- A competitor is the default supplier for standard sensors.
- Low annual volume combined with requests for high customization.

Reframe: This is often not a pricing problem. It is a business model and buying behavior problem.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 3 — Sensing Application Reality Check

Goal: Separate true application requirements from legacy habits, outdated drawings, or preferences.

Consultative questions:

- What happens if the sensor geometry changes slightly?
- What tolerance actually matters here, and why?
- What would break if we changed nothing else?

Example: This is where the snout-length conversation lives (can be tailored to any standard sensor deviation):

Example: Help me understand what would fail if the snout were one inch longer.

Most customers assume constraints. Few have validated them. The rep's job is to help the customer test assumptions safely.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 4 — Customization Justification Gate

Customization is not a default. It is earned through validated need and business justification.

Reps must determine:

- Is this a technical necessity or a historical preference?
- Has the customer tested alternatives (or can they)?
- Is there a real operational, performance, or safety consequence—or just comfort with the status quo?

If the reason sounds like the following, it is not yet valid:

- We have always done it this way.
- That is what the drawing says.
- That is what the last supplier built.

Next step is to explore standard options and validate fit before any custom path is discussed. This can be a challenging conversation and one that needs to be handled directly.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 5 — Pain Level Mapping

Now (and only now) map and score the customer's pain. The scoring must reflect sensing realities: risk, sensitivity, business impact, and volume.

Dynisco Sensing Pain Dimensions (1–5 each):

Dimension	Low (1)	Moderate (3)	High (5)
Operational Risk	No impact	Workarounds	Line / safety risk
Process Sensitivity	Flexible	Some tolerance	Tight constraints
Business Impact	Minor inconvenience	Rework / inefficiency	Scrap / downtime
Volume Commitment	<10 units	10–50 units	75+ units

Pain Score = Total of all four dimensions (range 4–20).

(80/20 Focus - SKU Discipline – Standardization)

Step 6 — Standard vs Custom Decision Matrix

This step enforces discipline: the pain score and volume commitment determine whether customization is even considered.

Pain Score	Dynisco Response
4–8	Standard sensor only.
9–12	Standard preferred; validate fit with the customer.
13–16	Custom considered only with adequate volume and strategic fit.
17–20	Custom justified (strategic) + volume commitment required.

If volume does not support customization, the correct outcome is to decline the opportunity or redirect to a standard solution by using a consultative approach.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 7 — The “Discovery” Conversation (Mandatory Skill)

This is the key behavior change: move customers from custom expectations to standard adoption through consultative diagnosis.

Core language:

- Before we go down a custom path, can we explore whether a standard sensor with a slightly longer snout could work? (apply to any situation)
- What specifically would fail if that dimension changed?
- If nothing breaks, would there be a reason not to standardize?

These questions are consultative, not confrontational. The objective is to clarify requirements and test assumptions, not to argue.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 8 — Walking Away from Bad Business

For the 80/20 approach to work, walking away must be supported by leadership and reinforced by managers.

Bad business profile (disqualify or redirect):

- Low volume.
- High customization expectations.
- Dynisco is a tertiary supplier (competitor is the standard supplier).
- Customer unwilling to adapt to standard products or special lead-times on customized products

Salesperson language:

- Based on how you buy sensors today, Dynisco may not be the best fit for this application.
- We specialize in standard solutions at scale, and that is not how this program is structured.

Mindset: This is not failure. This is strategic focus and margin protection.

Dynisco Sensing Pain Level Mapping

(80/20 Focus - SKU Discipline – Standardization)

Step 9 — Story Reinforcement (Proof Over Pitch)

Stories come after qualification pressure—not before. Use customer stories to build confidence in standardization and validate that Dynisco’s approach works.

Approved story type: Standardization Wins

- Customer assumed custom design and manufacture required.
- Standard sensor worked after consultative validation.
- Lead time reduced and supply simplified.
- Inventory complexity and risk decreased.
- Reliability and confidence increased.

Outcome: Stories reinforce authority, reduce price pressure, and help customers accept a standard solution as the smart business decision.

- 1) Before
- 2) Pain
- 3) Solution
- 4) After

Listening is HARD!

- Combative or Competitive – Listening to fight back or prove you wrong.
- Passive – Listening but not responding, either physically or emotionally.
- **Active** – Listening with attention, ask defining questions, and confirm the message.



Listening Activity