

Selling in a Competitive World™

Competition is fierce. To become a trusted business advisor to your customers, you must learn to use sales skills as a strategic asset against the competition.

TRAINING



Using sales skills as a strategic asset against the competition.

Consisting of advanced selling techniques, this program equips participants with the ability to use The Competitive Selling Process as a strategic asset. Participants learn to use this continuous process of analysis and execution to assess their competitive position and then apply that information within customer conversations.

Module Highlights and Outcomes

In *The Assess Phase*, participants determine what preparations need to be made before they make customer contact. This process requires both analytical and strategic ways of thinking. In the workshop, participants will learn to:

- **Research the three domains** that determine the outcome of a competitive situation: Your Customer, Your Competitor, and You. This covers an assessment of:
 - The situation you are trying to solve: Circumstances, needs, and needs behind the need, which can be uncovered through data collection
 - What you bring to the issue: All aspects of the solution, the product/service itself, the supplier organization, and the individual salesperson
 - What you are up against: The identity of indirect and direct competitors, as well as how to cull competitive intelligence to identify potential strengths
- **Compare features and benefits** of their solution against direct and indirect competitors in order to identify competitive advantage and anticipate competitive challenges.

In *The Apply Phase*, salespeople use the strategies they develop together with their selling skills to manage competitive selling during sales conversations. In this portion of the workshop, participants will learn to:

- **Open to gain competitive advantage** by starting a conversation in a way that differentiates themselves from competitors, targeting the deeper issues that drive decisions
- **Plan and execute probing strategies.** This might involve using probes to:
 - Close information gaps that remain from The Assess phase
 - Add value to the customer (and stand out from the crowd)
 - Create customer awareness of a need that links to competitive advantage
- **Support by leveraging exclusive and shared features and benefits.** This strategy also includes dealing with concerns that might arise when a competitor provides information to the customer.
- **Close to maximize advantage** by using a carefully constructed value proposition to leave a lasting impression with the customer.

About AchieveGlobal

AchieveGlobal is the world leader in helping organizations translate business strategies into results by developing the skills and performance of their people. We are a single resource for aligning employee performance with organizational strategy through training and consulting solutions in sales performance, customer service, leadership and teamwork.

With 75 offices in 42 countries—and programs and services in more than 40 languages and dialects—we can work with our customers virtually anywhere in the world. We welcome the opportunity to work with you, too.



achieveglobal[®]

Learn • Perform • Grow

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Benefits of Using Selling in a Competitive World™

Your salespeople will:

- Increase their ability to succeed in competitive situations by using analysis and sales skills in a more strategic fashion
- Shorten sales cycles by using the information and resources at their disposal to represent the full capabilities they bring to a customer situation, highlighting competitive advantage more quickly and clearly
- Decrease occurrences of losing business to indirect competitors (for example, internal projects, competing priorities)

Your customers will:

- View your salespeople as Trusted Advisors who understand their business and the challenges they encounter
- Increase ability to differentiate among competing proposals and more quickly come to decisions and commence implementation/use
- Make more informed decisions that hinge on how proposed solutions will progress core goals

Your organization will:

- Protect market share in a crowded marketplace
- Realize efficiencies in cost of sales (shorter sales cycles, better return on sales investments through improved win ratios)
- Leverage marketing, product development, and other investments by integrating them into sales activities and communications

Program Specifications

Audience

Experienced sales professionals, sales managers, and their marketing and support staffs. *Professional Selling Skills*[®] is a pre-requisite for this program.

Length

2 days

Instruction

AchieveGlobal training performance consultant or your own AchieveGlobal-certified instructor

Workshop class size

12–15 participants