

Selling in a Competitive World™

Training

Using sales skills as a strategic asset against the competition.

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.

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



Developing the 21st
century workforce™

- 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.

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

Delivery

AchieveGlobal training performance consultant or your own AchieveGlobal-certified facilitator

Class Size

12 to 15 participants

About AchieveGlobal

In the 21st century, the level of human skills will determine organization success. AchieveGlobal provides exceptional development in interpersonal business skills, giving companies the workforce they need for business results. Located in over 40 countries, we offer multi-language, learning-based solutions—globally, regionally, and locally.

We understand the competition you face. Your success depends on people who have the skills to handle the challenges beyond the reach of technology. We're experts in developing these skills, and it's these skills that turn your strategies into business success in the 21st century.

These are things technology can't do. Think. Learn. Solve problems. Listen. Motivate. Explain. People with these skills have a bright future in the 21st century. AchieveGlobal prepares you for that world.



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