

# How to Beat Sales Competition

## Strategic and Tactical



### Course Overview

We beat competition when our uniqueness and strengths are at the top of their decision criteria. That does not happen by accident. We need to understand the process of becoming a preferred supplier. The course is broken down into six units:

- Unit 1 - I Will Win If ...
- Unit 2 - The Foghorn Message
- Unit 3 - The Recommender
- Unit 4 - Small Differences
- Unit 5 - Moments of Truth
- Unit 6 - Beating Competition Strategically

### Duration

90 – 100 minutes

### Learning Outcomes

By the end of the course you will be able to:

- Explore the best solutions and tactics that can be used to beat competition
- Identify alternative tactics you can use to beat a strong competitor
- Scrutinise how personal behaviours and attitudes can help to make the right impression on the prospect
- Understand how to handle competition at a strategic level as an attacker and defender of entrenched accounts.

### More about the Course

We can 'beat' competition in two ways.

At a strategic level, we could target those prospects where there is little competition. We could go into divisions and departments where the incumbent supplier has little presence. Or we could pick up a number of small sales, too small for the big player to worry about until we have a proper foothold. Or best of all, the competitor is selling their product while we are selling the concept that we should be the supplier of choice – the Preferred Supplier.

At a tactical level, when we are head to head in a live opportunity, we beat competition by getting to grips with reality.

In reality, we probably, will not be in the room when the decision is made. And the decision will be made by some sort of committee or group with participants of varying power.

So, how do we beat competition? One way is to have someone in that room, advocating our case. That does not happen by accident. We need to 'recruit' and 'train' a sufficiently influential Internal Salesperson, with enough power to fight our corner, to be articulate in our strengths.