



Sales Readiness Group

Achieving a Competitive Edge

SALES PERFORMANCE SERIES

Achieving a Competitive Edge is an advanced sales program for winning customers who are considering competitive offerings. This program gives sales professionals a systematic method to determine if competition is a factor in a potential sale, identify their competitive position, develop points of differentiation and incorporate them into high impact sales presentations

Selling against a competitor can be a critical a part of the sales process – as critical as representing your product or service. In competitive selling situations, customers choose the “total offering” that addresses their priorities most effectively: features, benefits, company reputation, pricing, delivery, follow up, etc. Not having a thorough understanding of your advantages versus the competition can leave you lacking crucial pieces of information that can undermine the outcome of a sale.

Achieving a Competitive Edge will prepare sales professionals to sell in competitive selling situations. Sales professionals will be able to assess competitive offerings and analyze which differentiation points stand out, giving them the right information to create a powerful sales presentation to beat the competition.

Achieving a Competitive Edge modules and topics include:

- Assessing the degree of competition and which of the three stages of competitive threats you are facing
- Using the Total Offering Portfolio (TOP) methodology to analyze competition, identify strengths and differentiate your offering
- Developing a strategic and tactical plan
- Selecting the best method for presenting competitive information

Sales Readiness Group solutions are tailored to the exact requirements, culture, and challenges of your organization.

Program Delivery

- Group Workshops
- One-On-One Coaching
- Group Coaching
- Web-Based Synchronous Sessions
- Train

More Sales Performance Programs

- Introduction to Selling
- Customer-Focused Selling
- Prospecting for New Business
- Managing the Territory
- Value Driven Selling
- Strategic Business Development
- Selling to Multi-Level Decision Makers
- Strategic Multi-Level Selling
- Value-Added Negotiating
- Enhancing Professional Presentation Skills
- Exceptional Customer Service

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.
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