

# Managing Competition

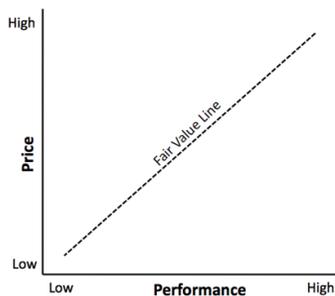


A critical success factor in sales achievement is the ability to play the role of strategist. Salespeople who know their competitors' approaches and have strategies to outmaneuver the competition provide their own organization with a source of advantage. Salespeople must be able to analyze a competitive situation and select the right strategy to compete and win.

The *Managing Competition* module of the *Sales Advantage Series* helps high-performing salespeople learn how to outmaneuver the competition. In this module, sales professionals learn about the competitive landscape using The Value Map™. This tool will help them assess their value and their competitors' value from the customer's point of view.

In *Managing Competition*, salespeople learn how to leverage The Value Map™ to anticipate competitors' strategies and execute effective competitive strategies. Salespeople will understand the importance of evidence to support their competitive strategies. They also learn how to adapt strategies to minimize the impact of competitors' moves.

## The Value Map™



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## Program Outcomes

*Managing Competition* helps salespeople see the selling organization as the customer sees it relative to competitors. It also teaches salespeople how to

implement a competitive strategy that aligns the selling organization closer to the customer than the competition's strategy does.

## Learning Approach

Wilson Learning believes that learning must be transferred to day-to-day work practices. To achieve this, *Managing Competition* includes components and activities that enhance Participant Readiness, Learning Transfer, and Organizational Alignment.

**Participant Readiness** prepares salespeople for the overall learning experience:

- Pre-workshop communication and an online learning module

**Learning Transfer** design embeds practice and use of new skills. The learning is delivered as a:

- Half-day module that equips salespeople with strategies and tools to provide advantage to the selling organization; the module uses real accounts for practice and planning

**Organizational Alignment** ensures the organization supports the use of the new skills:

- Post-learning reinforcement activities for both the manager and salesperson

As a result of this integrated approach, the program becomes part of your organization's selling practices which benefits customers and increases productivity.

## Key Learning Topics

### The Competitive Challenge

## Learning Activities

Participants explore characteristics of lost deals—particularly those they thought they had won; this activity sets the overall module purpose, which is to help them select and execute strategies so they beat the competition more often

### The Value Map™

Participants learn how to define value based on the customer's point of view; participants are introduced to The Value Map™—a tool for understanding the relative value of an offering; they then learn how to define the competitive landscape from their customer's point of view by creating a Value Map for their own sales opportunity

### Your Competitors

Participants participate in an activity that has them clarify what key competitors rely on to win and consider ways to win the business in light of competitors' strategies

### Competitive Strategies

Participants learn the types of competitive strategies and understand which situations call for which competitive strategy

### Application

Participants analyze their own current opportunity and create tactics to execute an optimal competitive strategy

## Continued

### Enabling Improved Performance

*Sales Advantage Series* modules feature application, reinforcement, and support tools. These tools ensure that salespeople can hone newly acquired skills and behaviors back on the job. Involving sales managers early and training them to coach for improved performance is also fundamental to successful implementation.

### Measurement

Organizations that implement the *Sales Advantage Series* also have access to Wilson Learning measurement and impact evaluation tools. The application session can serve as a leading indicator of behavior change and potential results. Account planning and coaching tools indicate and demonstrate progress with strategically important accounts.

Wilson Learning will partner with your organization to measure the initial behavioral changes and business results. We will work with you to set up evaluation systems that help improve outcomes and sustain the momentum of your implementation.

## Additional Modules

The *Sales Advantage Series* modules introduce strategic approaches that equip your sales team to provide greater value to customers and compete more effectively for their business. The modules include:

- Aligning Sales with Business Value
- Conducting Strategic Business Calls: Discovering Critical Success Factors
- Aligning with Customer Buying Behaviors
- Creating Differentiated Offerings
- Managing Opportunities
- Managing Decisions

**This offering, like all others from Wilson Learning, can be customized to reflect your sales environment and business priorities and can be integrated with your sales process.**