



## **Sales & Customer Service Selling Against the Competition**

### **Summary**

Selling products or services in a competitive marketplace is one of the most difficult and challenging jobs you will ever do. In order to do it well, you need to know your competition inside and out:

- Who are they?
- What's different, better, worse about them?
- Why might a customer select them over us?

This module looks at analyzing your competition in key areas, ways to differentiate yourself from the competition, understanding and applying various techniques for challenging the competition in an ethical way, responding to customers when you are up against competitors on a sales call, dealing with competitive challenges (*such as countering the ads and collateral marketing materials of your competitors*), and employing value-added selling.

### **Who Should Attend**

This one-half day workshop is available for anyone involved in the sales function for your organization.