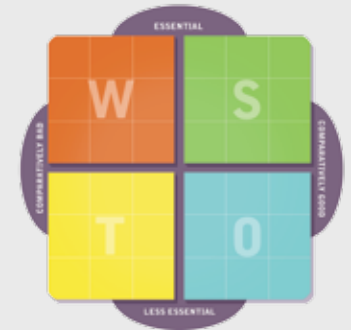




- 1 Does your sales team know the decision criteria other than “price” that their customer is using to compare them to the competition?
- 2 When there are multiple decision-makers and multiple decision criteria in an account, does your salesperson know whose decision criteria matters most and why?
- 3 Is your sales team able to influence or change the perception of a key influencers decision criteria and effectively align the value of their solutions?

The Competitive Snapshot™ is a tool that will help your salespeople understand their competitive position through an understanding of what decision criteria the customer will use to compare you to the competitive alternatives. All buyers have a set of criteria they use in making smart buying decisions. Top performing salespeople understand their customer’s decision criteria, know their strengths and weaknesses against those criteria; and develop a strategy to capitalize on their strengths and minimize their weaknesses. This mapping process will make your sales team realize that “price” is NOT the only or most important criteria their customer is using to compare them against the competition.



Learning Objectives

With Competitive Snapshot™ your salespeople will be able to:

- Understand the important role that decision criteria play in a complex sale
- Identify, assess, and stack rank the decision criteria for multiple Key Influencers inside a prospective opportunity, and understand how they perceive their solutions
- Create a visual perspective of Key Influencer’s decision criteria and to develop a strategy for addressing their perception of what is important
- Link the concept of Key Influencers and Decision Criteria to develop a strategy to enhance their position with Advocates and change the perceptions of Adversaries

Process

