Seminar Archive: Do You Sell "Me Too" Software? 7 Proven Ways You Can Differentiate Yourself from the Competition and Unspin their Propaganda

Description:

Salespeople are seen as interchangeable by a large percentage of prospects, especially at the executive level. That commoditizers your products and drives the customer toward disregarding your unique value, wanting to buy whichever product comes at the lowest price.

Some of your competitors attempt to overcome this situation through hype, misrepresentation, and in some cases, downright lying.

Seminar instructor Dave Stein will discuss how to see through the propaganda to decipher what the competition is really saying. He will provide you with strategies and tactics that your salespeople can employ to overcome these obstacles, differentiate themselves from their competitors, sell more effectively, and win more business.

Stein will present a case study of how he helped one company defeat a competitor who promised the world but delivered little.

What will the seminar cover?

- What challenges your salespeople face or will face as a result of this buyers' market.
- How they can combat commoditization.
- How you can unspin your competitor's propaganda and learn what is really going on.
- How your team can trap the competition at their own game.
- How your sales people can immediately differentiate themselves from the competition.
- How you can support your sales team in cultivating their Personal Capital.
- How your sales people can leverage that Personal Capital to build credibility, even against much bigger competitors.
- When there is bad news, precisely how to tell your prospect the truth before your competitor spins it.

You know you need this class if:

- Most of your deals come down to price.
- The competition misrepresents or lies about their capabilities and your people don't know what to do about it.
- Your competitors negative sell against you, and your salespeople are always on the defensive.
- Your prospects can't see any difference between your products and your competitor's, or don't want to.
- Your salespeople can't seem to build any credibility at the executive level in your prospect's organizations.
- Your salespeople can't seem to get any control during the sale.

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