

# Knock-Out the Competition!

## Sales Differentiation Workshop Program

*Build Strong Sales Pipelines and Win More Accounts at Desired Prices*

**“Your price is too high!”** When salespeople hear this dissatisfaction from prospective buyers, it’s too late to differentiate from the competition. Deals are lost or prices are dropped to undesirable levels to win the business.

**“We’re happy with our current supplier.”** In over 90% of initial contacts, that is the response heard by salespeople. Old, tired sales techniques fail to get salespeople in the door as they are unable to disrupt buyer complacency. Salespeople are left to wander the CRM desperately trying to find a receptive ear, but without a sales differentiation strategy, that is hard to find.

The Sales Architects **Knock-Out the Competition!** sales differentiation program helps salespeople open doors, engage buyers, and win deals at desired prices. These strategies differentiate, disrupt a buyer’s “happy” perception, and lead prospects to explore alternative solutions with your company. If you are tired of salespeople running to you demanding a lower price to win the deal, you (and they) will love this program!

The development of your company’s sales differentiation strategy can’t be left for salespeople to determine on their own. This program is a management initiative to grow sales pipelines and increase closing rates at desired prices. Salespeople are part of the program, but participation is required from management, and other key team members, to be effective.

*“Our team gained such clarity on our differentiators and now have a documented strategy to position them with prospects. The Knock-Out the Competition! program has completely changed how we communicate with prospects. We are getting responses from buyers that we have never experienced before. This is a fantastic program for companies whose salespeople struggle to get meetings with prospects and who always look to management to discount prices to get the account.”*

*- Blake Scott, President, Scott Environmental Services*

### Three outcomes you can expect from our sales differentiation program:

- ✓ Sales pipelines will grow with strong potential opportunities using our sales differentiation strategy
- ✓ Deal closing rates will increase as your salespeople will have effectively positioned your differentiators
- ✓ Your salespeople won’t just win deals, but they will win them at your desired prices

### During this workshop program, your team will:

- ✓ Learn key sales differentiation concepts to engage buyers
- ✓ Uncover your company’s true differentiators
- ✓ Profile each of your current differentiators to position it effectively with buyers
- ✓ Develop additional differentiators to add to your portfolio
- ✓ Analyze the competitive landscape to understand why you win and lose deals
- ✓ Learn a unique strategy to turn so-called “happy incumbent clients” into receptive prospects of yours
- ✓ Position your differentiators in a specialized way – motivating prospects to buy from you
- ✓ Stop lecturing prospects on the greatness of your products and have productive conversations that move deals forward

**Based on the session content, Sales Architects produces your company’s custom Sales Differentiation Guide to reinforce the teachings with your current salespeople and for use with onboarding new salespeople.**

*“The role of salespeople in my company is to knock the current provider out of the account. The Knock-Out the Competition! program helped us really understand what makes us different and taught our salespeople an effective strategy to position differentiators with buyers. Sales Architects helped us uncover ways to get prospects to buy from us and these techniques work!”*

*- Mike Moroz, President/CEO, Walters Recycling and Refuse, Inc.*



Contact us to learn more about how this program can impact your business.

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