

8 Things Your Sales Reps

NEED TO KNOW ABOUT

Your competitor



Sales reps that monitor competitor activity are **2.9x more likely to be high-performers**. So, what should they know about your competitor before their next call?

1

Their opening differentiator

Before your reps get caught in the weeds of every detail, they need to know **how their competitor will strategically frame the conversation to begin with**. What is it they want buyers to be thinking about right off the bat?

2

How they fare in the buyer's segment and industry

Like snowflakes, not all competitive deals are the same. Your rep may have kicked a competitor's butt with cybersecurity buyers, but the latest deal in their pipeline is with a robotics platform. Does **your competitor's value now change** in the eyes of the buyer?

3

Their go-to landmines

Once the ball is rolling, your reps CANNOT pull a Sideshow Bob and step onto another rake set out by your competitor. Know their favourite landmines, **when in the deal they like to lay them**, and how your rep will respond confidently.

4

Your most recent wins against them

While researching what your competitor says is key to handling them, **don't forget to listen to what has worked for your team in recent deals**. Maybe a rep has been trying out a new talk track that is trumping them. You don't always need to reinvent the wheel.

5

Their biggest strength (and flip it against them)

Sometimes you've got to tip your cap to even the worst villains. But giving kudos and rolling over are two different things. If they've got a hammer blow they like to throw, **prepare on how to draw parity in the eyes of the buyer** or steer that part of the conversation from being the deciding factor.

6

Their biggest flaw (and tie that into your strategic narrative)

Even Betty White has flaws. Exposing your competitor's ones in the right light is the key to really turning your customer's head. **Explain why that flaw won't support - and even hurts! - your buyer's priorities**.

7

Their customers that have churned to you

The best sales calls end with social proof that validates your rep's messaging. **Use real-life customers** that have seen the light and ventured away from the dark side.

8

Their pricing strategy

The biggest misnomer in sales is **that pricing alone makes or breaks a deal**. Not true. But, your reps need to know a competitor's pricing model and why they use it. There is often a strategic edge a competitor is trying to win with the pricing they offer.