

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.