



# COMPETITIVE TALKING POINTS

The purpose of this Sales Tool is to create crisp, clear, and at-the-ready answers for the point in the sales process where your customer asks about the competition. The benefit is that you will be able to clearly delineate the differences between your offering and that of your main competitor(s) in a way that is respectful and magnetic.

## SALES KNOWLEDGE **K**, SKILL **S** & DISCIPLINE **D**

The Competitive Talking Points framework leverages the knowledge, skill and disciplines of high-performing sales people in a powerful combination such that we elevate the conversation, educate our clients and separate ourselves from the competition:

- K** Demonstrate what you know about the overall market, the competitive landscape, and the key differences between what they do and you do (educate)
- S** Creates “separation” between you and the competition by leveraging what you know about your customers’ pains and goals (separate)
- D** 1. Does not (EVER) disparage the competition; 2. Begins to “disqualify” a customer, should a competitor be a better fit for their needs (elevate)

## EXAMPLES

### Example #1

#### **A hiring manager asks about hiring someone from within the company (and you are interviewing for the same job)**

*Hiring from within is a logical move. A lot of hiring managers choose this route. First, there is no ramp-up time for your company’s systems and second, I am sure anyone already within the company is a wonderful contributor. Where I think I stand apart is my dedication to a growth mindset and my executive-level communication skills. If you think that someone known is the way to go, absolutely you should hire from within. But if you are ready to bring in someone who is always striving to get better and is client-ready, then I hope I am a strong contender for the role.*

### Example #2

#### **A prospect asks about buying a puppy from PetSmart (and you are a seller for Pup, My Best Friend)**

*PetSmart is a worthy competitor. They do two things really well. First, their bricks and mortar footprint makes it easy to find a store wherever you are. And second, they offer a broad range of pet supplies for just about any animal you could think of. Where Pup, My Best Friend is different is we are dedicated to finding our customers a perfect-match puppy for their lifestyle with a focus on process transparency. When you think about your puppy buying needs, if a local storefront and broad range of supplies is the key need, you should definitely check out PetSmart. But if you are looking to work with someone who will find you the right puppy and make sure you are a partner throughout the entire selection process, I hope you keep Pup, My Friend in your consideration set.*

## NOW MAKE IT YOUR OWN. USE THE FRAMEWORK BELOW:

Your competition: \_\_\_\_\_

(A & B) Two characteristics/values of your competition: \_\_\_\_\_

(this demonstrates market/industry knowledge)

(C & D) The differentiated value of your solution: \_\_\_\_\_

### And now put it together in an answer & practice!

(Competition) \_\_\_\_\_ is a (great option/worthy competitor/etc.). They do two things really well.

First they (A) \_\_\_\_\_. Second, they are also good at (B) \_\_\_\_\_. Our company/I am different in that we/I focus on (C) \_\_\_\_\_, as well as (D) \_\_\_\_\_. As you work through your needs, if they center around A&B, you should be talking to the (competition). But if find that C&D is more your focus, then we/I sure hope to be able to explore a partnership.