



COMPETITIVE SELLING™

It's Time to Get In the Ring and Fight®

OVERVIEW:

COMPETITIVE SELLING instills competitive passion in your sales force. No more “polite” selling, no more referring to competition in general terms. Through the unique Innovara Competitive APPLES® process, participants learn to anticipate competition, to preempt it, to prevent its success and to lead the market. Then, through 12 “Rounds” of competitive selling simulations and exercises, representatives learn to sell not only against specific competitors, but to become highly competitive as a part of their very nature.

At the beginning, they assess and score their individual Competitive Selling Index. At the end of each Round, competitive intensity heightens as their Index Scores are tallied, and they see how well they are doing compared to their colleagues (the “internal” competition). By the end of **COMPETITIVE SELLING**, participants are not only more competitive in every aspect of selling, but also carry a competitive mindset into every opportunity for customer interaction.

LEARNING OBJECTIVES:

COMPETITIVE SELLING's objectives are to:

1. Instill competitive passion in each sales representative
2. Provide techniques to sell against specific competitors
3. Become proactive in selling competitively in every-day selling situations
4. Be competitive in selling in special situations and any time, such as at congresses, medical events, social situations or other special activities

PROGRAM CONTENT:

COMPETITIVE SELLING is an extremely dynamic program that starts with each participant being assessed for their own selling “KARISMA” – from knowledge of adversaries and risk tolerance, to innovativeness and selling skills, to motivation and action. This assessment results in each person calculating his/her **COMPETITIVE SELLING INDEX**.



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From these benchmarks, participants set themselves **COMPETITIVE SELLING GOALS** (measurable improvements in sales competitiveness) to be achieved by the end of the program. The program then proceeds to improve participants' competitive selling techniques and behaviors in a range of typical selling situations, from basic sales calls, up to special selling situations unique to and typical of each company. At the end of each "Competitive Selling Round" each individual's Competitive Selling Index Chart is updated, placed on the walls around the room. This enables each person to monitor how they are doing and motivates them to be more competitive in their selling efforts. By the end of the program, all participants will have improved significantly, with "Knockout" prizes and trophies are given to those with the highest scores and showing most improvement.

The program does require moderate customization to each company. Customization includes integrating **COMPETITIVE SELLING** with the company's selling process and terminology, specific competition and examples of competitive selling situations, while ensuring appropriate ethics and compliance. There is also pre-work given to the participants (e.g. be prepared with competitive knowledge, proof sources, etc.).

Day One: "Becoming Competitive"

- **Defining Competition and Competitive Selling**
- **Competitive Selling Round I: Assessing Your Competitive KARISMA and Calculating Your COMPETITIVE SELLING INDEX**
 - ✍ *COMPETITIVE SELLING "KA": What's Your Knowledge of Your Adversaries?*
 - ✍ *COMPETITIVE SELLING "R": What's Your Competitive Risk Tolerance?*
 - ✍ *COMPETITIVE SELLING "I": What's Your Ability to Innovate and to Sell Creatively against Competition?*
 - ✍ *COMPETITIVE SELLING "S": What's Your Competitive Selling Skill?*
 - ✍ *COMPETITIVE SELLING "M": What's Your Competitive Selling Motivation?*
 - ✍ *COMPETITIVE SELLING "A": What's Your Competitive Selling in Action*
 - ✍ *Calculating Your overall **COMPETITIVE SELLING INDEX***
- **Setting Your Individual COMPETITIVE SELLING Goals**
- **Situations Requiring Competitive Selling (One-to-one selling, social situation selling, medical event selling)**
- **Group Lunch: CS Round II: Selling in a Social Situation**
- **APPLES© of COMPETITIVE SELLING**
 - ✍ *Anticipating Competition,*
 - ✍ *Preempting Competition,*
 - ✍ *Preventing Competition from Succeeding, and*
 - ✍ *Leading through Promoting*
 - ✍ *While maintaining Ethics,*
 - ✍ *For Selling Success*
- **CS Round III: Teams create role plays illustrating APPLES principles**
- **Internal Competition: Comparing CS Index Charts for Rounds I - III**
- **Key Learnings from the Day; Evening program**
- **CS Round IV (Group Dinner): Selling at a Medical Dinner Presentation**

**Day Two: “Competitive to the Close”**

- **CS Round V: One-to-one Selling (Video Role Plays)**
- **THE 8-STEP PROCESS OF COMPETITIVE SELLING during the Sales Call**
- **Preparing for a competitive sales call**
- **Using the 8-STEP COMPETITIVE SELLING RATING SHEET**
- **Competing After the Call: Superlative service and follow up**
- **Video Role Plays: Practicing the 8-Step Process of Competitive Selling**
- **CS Round VI: Using the 8-STEP COMPETITIVE SELLING RATING SHEET**
- **CS Round VII: Group Lunch: Selling in a Social Situation**
- **CS Round VIII: COMPETITIVE SELLING “Grinder” Competition**
- **Selling in Congresses, Medical Meetings and Other Events**
- **CS Round IX: Ideas for how to work a booth, how to use an event to gain competitive knowledge and customer-competitor insights**
- **Preparing to Sell Competitively at a Medical Exhibition - Teams create sales exhibitions for their competitors or for their own brand**
- **Internal Competition: Comparing CS Index Charts for Rounds IV - IX**
- **CS Round X: Group Dinner: CS at the Medical Dinner Presentation**

Day Three: “Competitive to the Core”

- **Review of key learnings and Ratings from Rounds I – X**
- **Keys to CS in Exhibitions and Medical Events**
- **Final set-up of Exhibitions and Instructions for Rounds XI and XII**
- **CS XI and XII: Exhibition Selling (2+ Rounds as competition and as own company); Lunch between rounds**
- **Video review and critique of Exhibition Selling**
- **Internal Competition: Comparing Your Final CS Index Charts for Rounds I – XII to Your CS Goals from Day One and to Each Other**
- **Key learnings from program**
- **Next Steps for Competitive Selling: Personal Action Plans and final evaluations**
- **Final Awards Ceremony**

AUDIENCE:

All sales personnel, including all sales representatives and managers; also those involved in selling activities and service support (product managers, medical liaisons, events managers, sales service personnel and others).



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LEARNING MEDIA AND METHODOLOGIES:

Competitive Selling uses minimum lecture and maximum practice. Multiple media and methodologies are used throughout to make Competitive Selling come alive and to simulate real selling situations, while also being fun. Simulations, games, construction of mini-exhibition booths, and other exercises both involving individuals and teams, combined with video monitoring and review throughout, help make this learning highly impactful. The use of the CS Index is particularly powerful, enabling everyone to track their improvements and also to be much more personally motivated to become more competitive.

LENGTH:

Three days, ending with a final awards ceremony. Recommended: Participants arrive for training the night prior to the first full day or early on the first day, in order to have an opportunity for introductions, to help them be ready for a highly engaging and competitive program. Participants may depart at the end of the afternoon on Day Three.

LICENSING, TRAIN THE TRAINER OPTIONS:

If a company wishes to internalize Competitive Selling, this program is also available for licensing, with or without customization by Innovara. Options with 5-year licenses include Train the Trainer, Master Trainer certification, and/or unlimited utilization and production rights. Innovara trainers are also available to supplement a company's internal training capabilities and to train new trainers.

For further information, contact:



*INNOVARA, INC. Worldwide Headquarters
105 Middle St., Hadley, Massachusetts, USA 01035-9711
Telephone: 1(413)387-6188 Fax: 1(413)387-6772
E-mail: innovara@innovara.com Website: www.innovara.com
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