

# Competitors

Positioning Your Offering for  
Success

emple



# Competitors



Many traditional elements of competitor analysis are not relevant for salespeople. While it can be helpful to confidently speak about key messages, pricing or even product offerings, there is something far more important that can transform your sales approach.

This is understanding how your offering is different to theirs, how you compare on key decision criteria and how to turn these insights to position your offering as the undeniable solution of choice

## Gaining a Competitive Edge

Competition is fierce, and clients are constantly evaluating their options. By understanding your competitors, you gain a competitive edge that sets you apart from the rest. Armed with knowledge about their products, pricing, and unique selling points, you can strategically position your offering as the superior solution, highlighting the distinct value it brings to the table.

## Targeted Value Propositions

Understanding your competitors' strengths and weaknesses enables you to craft targeted value propositions. You can tailor your messaging to highlight the specific benefits and advantages that make your offering the ideal choice as well as what is lacking in others. This targeted approach resonates with clients, reinforcing why your solution is superior.

## Addressing Client Concerns

Competitor understanding empowers salespeople to proactively address client concerns and objections. By anticipating potential hesitations based on what competitors offer, you can more effectively showcase how your offering overcomes those obstacles. This positions you as a trusted advisor who understands clients' pain points.

## Differentiation Opportunities

Deeply understanding your competitors allows you to identify key areas where you can differentiate your offering. Whether it's innovative features, superior client support, or a unique pricing model, competitor understanding reveals ways to stand out in the market. By emphasising these differentiators, you position your offering as the clear choice for clients seeking unparalleled value.

## Building Credibility and Trust

When salespeople possess comprehensive knowledge about their competitors, they establish credibility and trust. By demonstrating a thorough understanding of the market landscape, your clients recognise you as a knowledgeable expert in the industry. This instills confidence in your recommendations, making it more likely for clients to choose your offering over competitors'.

## Adapting Sales Strategies

Competitor understanding equips salespeople with the flexibility to tailor their sales strategies on the fly. By closely monitoring the competition, you can identify shifts in the market, changing client preferences, or emerging trends. Armed with this information, you can refine your approach, tailor your messaging, and pivot your strategies to maintain your competitive advantage.

## The cost of inaction

The cost of inaction looms as one of the greatest competitors any company can face. For many clients, the temptation to maintain the status quo and avoid unnecessary risks may win out, even when they have been actively searching for a better option out there.

The easiest solution to this is to treat this tendency towards inaction like a competitor. Find innovative ways that only your offering can achieve real results to help your clients feel motivated to make the move.

# How to beat your competitors



While it may appear that some companies enjoy a monopoly or possess unique offerings, the reality is that clients always have alternative choices. These may not be direct substitutes or traditional competitors, but they still compete for clients' attention, resources, and budgets. Whether it's different solutions that address similar needs or alternative approaches to solving problems, every company faces competition in one form or another.

Acknowledging this reality and understanding the competitive landscape allows companies to navigate the market effectively and proactively position their offerings as the superior choice that addresses client needs.

## Consider your competitors on these two factors

Your buyers know these so you need to cover them in the sales process

### Decision Criteria

The specific factors and considerations that influence their purchasing decision. These encompass the key elements and requirements that potential buyers evaluate your solution.

Your buyers need education on these in the sales process

### Blue Ocean Criteria

The specific factors and attributes that create uncontested market space and differentiate a company's offerings. These can also be used to evaluate your solution once they are known.

When we educate buyers on the importance of our blue ocean criteria, this causes a shift in their decision-making process. They cannot no longer compare us 'apples for apples' with any other solution.

When they look for that 'blue ocean' intangible value in other solutions and don't find it, they will be largely competitor-proofed.