

Landy Chase
INCORPORATED

WINNING COMPETITIVE SALES

presented by

Landy Chase Incorporated

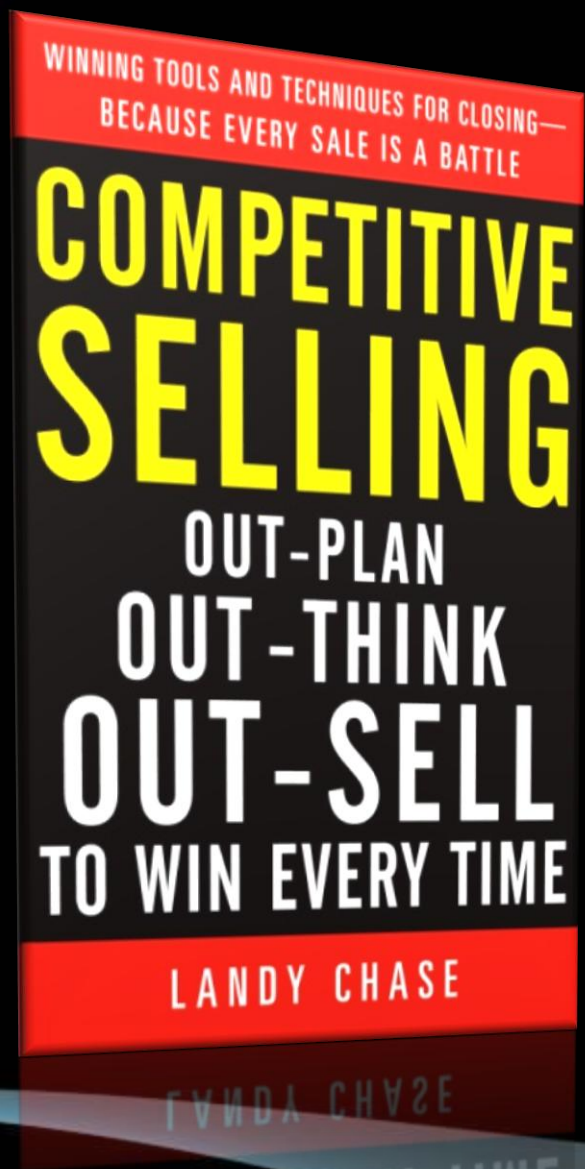
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www.sellingrevolution.com

Presented by

National Sales Trainer
LANDY CHASE





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The Four Key Skills for Winning Competitive Sales

- Competitive Positioning
 - Market your industry EXPERTISE
- Proposing to Needs, Not to Budget
- Access to the Inner Circle
- Negotiating on Value, not Price

Value, Price, And Vendor Selection



Your Company

Your Competitor



The Key Differentiator:

MARKET YOUR EXPERTISE!!!

**COMPETITIVE
SELLING
STRATEGIES**



FOOD EQUIPMENT SOLUTIONS

Concierge Level Service

HOW MAY WE SERVE YOU?



GERRY PHILIPPE

Sales
800-3



Gerry Philippe is a foodservice expert who focuses his efforts on several sectors of the marketplace, including convenience stores, grocery stores, travel and tourism locations as well as restaurants. His energy and enthusiasm, plus his ongoing service and support have earned him a strong reputation among his customers. Gerry prides himself on the fact that his current customers continually recommend him to other business owners because of the results they have seen with the programs Gerry has brought to them.

A graduate of Cambrian College, Gerry has been working in the foodservice industry for almost 20 years. Gerry spent 3 years with Maple Leaf Foods plus another 8 years with Kraft before joining TFI in 2000 in Northern Ontario. Fully bilingual, Gerry moved to New Brunswick in 2003 and became Sales Manager for all of Atlantic Canada in 2006. Gerry is H.A.C.C.P. trained in safe food handling and shares his knowledge during the on-site training with all his customers. Gerry has been recognized by TFI, Taylor and Henry Penny for his outstanding customer success.

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PROUDLY SERVING SINCE 2000.

Sample Biography Sheet



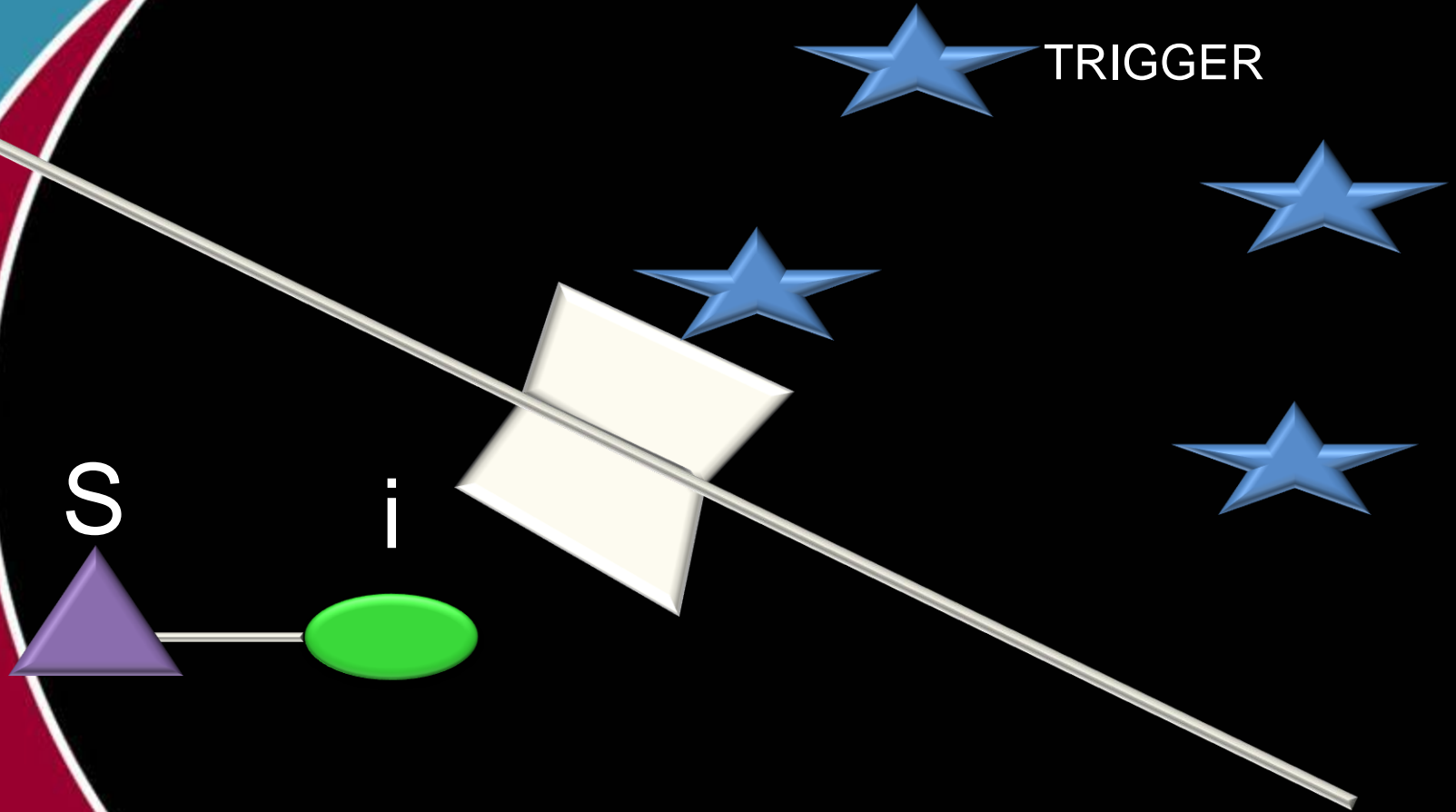
Proposing to Needs, Not Budget: The “Two Options” Approach

- Option A: At Budget
 - Always presented first
 - What can be provided for what the customer wants to spend
- Option B: Ignores Budget
 - Always presented last
 - Is always the ideal solution
 - Ignores the issue of cost

Why It Works

- Competitors will sell to budget
 - Proposals will be similar
 - All will address the same issues
- Dominant Predator sells to needs
 - Key Skill: Client Needs Analysis
 - Recommendations are unique
 - Address issues competitors overlook
 - Negotiation takes place on this option

Access to the Inner Circle



Three Keys to Gaining Access

1

Completely identify the decision process and the people involved

2

Uncover your current competitive position in the account

3

Establish process control

**COMPETITIVE
SELLING
STRATEGIES**

1

Three Strategic Steps to *Gaining Access*

- CONFIRM that the decision influencer by obtaining
- Say this:
“If we set the price issue aside for a moment, how do you feel so far about what I’ve shown you?”

2

Three Strategic Steps to *Gaining Access*

- Ensure that you **CLEARLY IDENTIFY** how and by whom the decision will be made!
- Say this:
“Assuming that we are selected as your supplier, if that happens, what will your decision process be, and who else besides yourself will be involved?”

3

Three Strategic Steps to *Gaining Access*

- Provide the justification needed by your influencer to give you access to the others in the decision process.

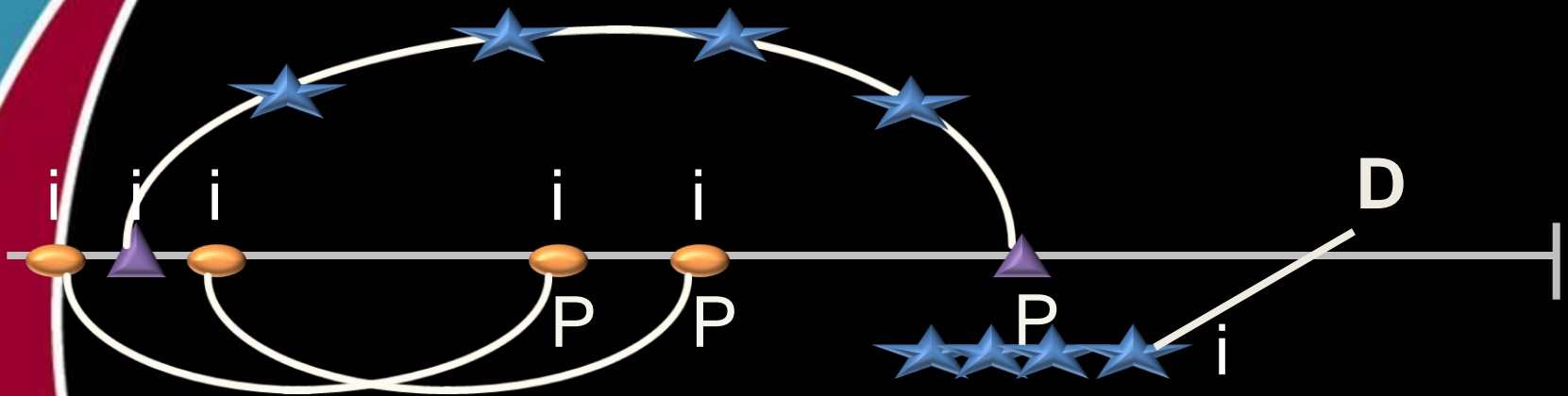
- Say this:
“It has been my experience that these other people will have different questions and concerns regarding your firm’s requirements. With this in mind, as a next step, I would like a second meeting to include yourself and these other people prior to submitting a proposal. This will ensure that my recommendations are the best possible fit for your needs.”

CLOSE for agreement: “Can you help me to arrange this meeting?”

How To Establish Control Of The Decision Process

- Once you have identified:
 - Your competitors
 - The members of the Inner Circle
 - The decision process they will utilize
- Recommend a logical next step that works to your advantage.
 - *“Here is what I would like to recommend we do:*
 - *First:*
 - *Then:*
 - *and finally:*
 - *How does this sound to you?”*

Your Strategy: Gain Access to the Inner Circle



▲ = YOU

● = Your COMPETITION

i = Your INFLUENCER

★ = The INNER CIRCLE

P = Your PRESENTATION

D = The DECISION

Negotiating against competition: “Your price is higher than _____”

- First, always make two assumptions
 - They have decided they want to buy from you
 - They do not feel your asking price to be unreasonable

Next, ask these three questions

- Is this what you want?
- Is price the only concern?
- If agreement on price, ready to move forward?

- NOW..... negotiate



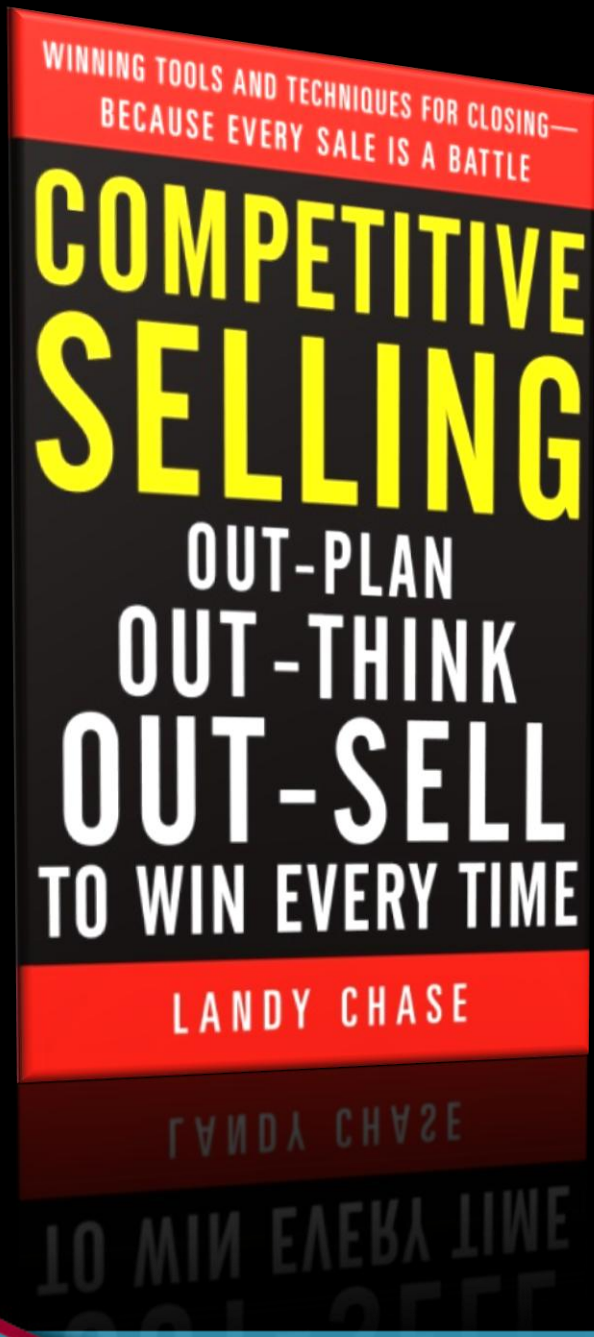
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for attending!

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