

# Equip sales with the arguments to win against your key competitor



## Competitor Knock-out Guide

Every business or sales team has a competitor that they come across most often. Maybe your competitor promises to do everything you do, but at cheaper price. Or they make claims which while true may not be that important for the customer. Salespeople become frustrated and the business may struggle to concisely articulate why a customer should retain your product or displace your competitor. Often a salesperson ends up throwing the “kitchen sink” at the customer including generous discounts – never an effective strategy.

As every sales manager knows the key to winning is directing the conversation to the terrain where you are strong and differentiated versus your competitor – the Knock-out Conversations!! You also need to equip the team with unvarnished information about the competitor and their strengths but also mix in some myth busting where the competitor’s claims don’t stand up to scrutiny.

### Standard Competitor Knock-out Guide (addressing one competitor)

BPM has extensive experience working with sales and business team to quickly and cost effectively build out **Competitor Knock-out Guides**.

Cost: **\$ 20,250.00 USD**

Timescale: **3-4 Weeks**

# What's in a Competitor Knock-out Guide?

## Section 1 – Competitor Fundamentals

- What this Guide is for
- **Competitor Overview** – one or two paragraphs.
- **Product** – description of the competitor product and any accompanying services.
- **Pricing** – where available.
- **By the numbers** – table showing headline numbers for different aspects of the company / product / services for vendor vs the competitor.

## Section 2 – Strengths and Weaknesses

- **Competitor Myth Busting** – claims the competitor makes or perceptions customers have about competitor capabilities, and how we 'bust' them.
- **Competitive Strengths Side-by-side** – the key strengths / top points of differentiation for vendor versus this competitor.
- **Elevator** – elevator pitch for vendor, tuned to position our strengths and value versus this particular competitor.

## Section 3 – Knock-out Conversations

- Topics (2 - 3 topics)
- **Who to talk to** – relevant segments and personas.
- **Use case** – description of the use case / customer challenge concerned and why it's matters (Why is it important to get this right? What's the downside of not being able to do this or doing it but making a mistake?).
- **What vendor offers vs the competitor** – table of key, relevant product capabilities, the vendor Advantage and the Competitor Shortcoming.

# Process for creating Competitor Knock-out Guide

## 1. Research

- a. Mine existing competitive materials prepared by vendor and undertake Web research to gather and develop headline, by the numbers, side-by-side, etc. competitive information.
- b. Lead calls / WebEx sessions with sales people, product leaders and other internal experts to understand key competitor claims or perceptions customers have about competitor capabilities that are superior to vendor. Explore how these can be 'busted' if they are not true, or outweighed.

## 2. Use Case Development

- a. Lead calls / WebEx sessions with product leaders and other internal experts to identify up to 3 use cases, which can be used to demonstrate the superiority of the relevant vendor offering.
- b. Develop the necessary arguments and gather evidence to support the assertion of vendor superiority for each use case.

## 3. Development of Final Content

- a. Write the required copy for the different sections of the Battlecard.
- b. Calls with product and marketing leads to get final input and sign-off.

## BPMWorks™

BPM provides a methodology and expert services for capturing customer insights and developing go-to-market messaging for B2B propositions.

We also create interactive sales playbooks, learning content and activation programs for sales enablement.

Customers include ICE Data Services, LexisNexis, Reed Business Information, LSEG Refinitiv, Intertrust, Lumen and Zellis.

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