



Competitive Turnover Workshop

Taking Business Away From Competitors

Sales people frequently ignore a critical group of potential customers. Why? Simply because they are already doing business with competitors. Getting new orders from these “competitively-held” companies requires a change in attitudes, strategies and sales techniques.

Transition your sales staff to “Competitive Turnover” specialists so they can close those coveted orders - those taken from a well-entrenched competitor. Learn the secrets only shared by an elite group of industry “turnover” experts. Taking orders away from competitors is not a happenstance – it is serious business that employs a managed process.

Rod Jones, President of Decision Technology, Inc, located in Ada, Michigan will explore both the psychological and practical sales disciplines needed to successfully attack these “walled cities” of opportunity.

This course is designed for:

- ❑ Management Executives responsible for the sale of manufacturing equipment, services or products
- ❑ Account Field Sales Engineers or Account Managers who call on manufacturing accounts
- ❑ Marketing Managers and Staff
- ❑ Key Customer Support Staff



Upon leaving this workshop you will contact potential customers with a new confidence. Avoidance will be a thing of the past.

Workshop Content

INTRODUCTION

- Defining Competitive Intensity
- Why You Should Strive to Increase Market Share in a Down Market
- Defining “Competitively-Held” Customers as “Walled Cities”
- How Frequently Do Customers But From a Single Source?
- Psychological Hurdles for Calling on “Walled Cities”

SEVEN TURNOVER MYTHS

1. Customers are Satisfied with their Current Supplier & Product
2. Customers Remain Loyal to Competitors Who Keep Them Satisfied
3. Customers do not have the Time or Interest to See a New Supplier
4. Competitors Keep their Customers Up-to-Date on Manufacturing-Related Benefits
5. If a Competitive Customer Says No to your Inquiry They are not a Turnover Candidate
6. Customer Research is a Marketing-Only Function
7. Cold Calling is a Waste of Time

MYTH #1 – SATISFIED WITH CURRENT SUPPLIER

- Two Aspects of Customer Interaction – Emotions & Facts
- What % of Customers are Dissatisfied at any Given Time?

- What Makes Competitive Customers Dissatisfied?
- Using Dissatisfaction as an Opportunity

MYTH #2 – CUSTOMERS REMAIN LOYAL WITH ADEQUATE SERVICE

- Does Satisfaction Guarantee Loyalty?
- Brand Equity & Loyalty Intensity Levels
- How to Neutralize Competitive Brand Loyalty

MYTH #3 – CUSTOMERS ARE TOO BUSY FOR NEW SUPPLIERS

- Why Production-Oriented Customers Are Busy
- How Customers Set Time Priorities for Seeing Sales People
- Capturing Valuable Customer Time

MYTH #4 – COMPETITOR'S KEEP CUSTOMERS UP-TO-DATE

- Problems With Customer Sales Coverage
- Strategy – How to Sell Benefits
- Strategy – Sell from Top management Down

MYTH #5 – CUSTOMERS WHO SAY “NO” ARE POOR PROSPECTS

- Statistics on Customer Turnovers
- How Many Sales Calls to Turn Over Accounts?
- Strategy – Making Repetitive Contacts

MYTH #6 – CUSTOMER RESEARCH IS FOR MARKETING, NOT SALES

- The Difference Between Sales & Marketing
- Field-Based Customer Research
- Locating Customers Who Own Competitive Products
- Utilizing Supplier Partners
- Strategy – Increase Customer Knowledge
- Competitive Information Worksheet
- Identifying Competitor Strengths & Weaknesses
- Strategy – Understanding & Exploiting the Perception of Weaknesses
- Strategy – Benchmarking & Improvement



Every salesperson is limited by perceived “myths” about potential customers. Get the facts and move beyond your comfort zone.

MYTH #7 – COLD CALLING IS A WASTE OF TIME

- My Personal Experience
- Attitudes & Goals
- Anatomy of the Inbound Cold Telephone Call
- Typical Customer Responses to Inbound Calls
- Responding to Customer Resistance
- Pre-Call Letters and Faxes
- The Telephone Call Structure
- Scripting a Powerful Message
- Asking Competitive Turnover Questions
- The Dynamics of Listening
- Dealing with Gatekeepers & Voicemail
- Strategy – Persistence
- Strategy – Three Contact Scenarios

ADDITIONAL STRATEGIES

- *Strategy – Focus on a Few Customers*
- *How to Identify Targeted Customers*
- *Strategy – Target Customer Needs*
- *Understanding & Linking Equipment Needs*
- *Strategy – Targeting Relevant Manufacturing Issues*
- *Top Reasons Companies Buy Capital Equipment*
- *Strategy – Reasons for Splitting the Business*
- *Strategy – Profits & Cash Improvement*
- *Strategy – Plant Visits & Demos*
- *Strategy – Relating to Small Shop Owners*
- *Strategy – Sell Graphically*
- *Strategy – Sell Resale Value*
- *Strategy – Sell Machine Design*
- *Strategy – Differentiate*

Length: 4 hours

Syllabus: A printed format is available. Refer to proposal.

Size: The group size is flexible.

*Room: U-shaped table arrangement is preferred for group under 25.
Theater seating for over 25.*

Equipment: Overhead projector, flip chart and a large-screen computer projector or large screen TV. Over 25 participants will require sound amplification.