

Executive Blueprints



Training Exercises & Activities

Sales Training

SUBJECT:

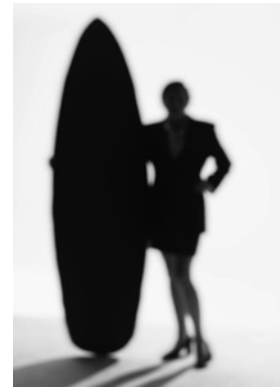
UNIQUE SALES VALUE

MATERIALS REQUIRED:

OPTIONAL – FLIPS CHARTS (TEAMS)

OPTIONAL – WHITE BOARD (TEAMS)

OPTIONAL – NOTEPADS (GROUP)



OPTIONS:

If you have Flip Charts or Whiteboards for capturing feedback, then you can create teams to collaborate and compete for feedback. If you do not have access to Flip Charts or Whiteboards, then you can conduct this exercise as group participation as individual first write down their own thoughts and then brainstorm as a large group to share ideas.

PURPOSE:

Professional sales people frequently encounter challenges from customers based on price. In markets with price erosion and fierce competition, it is especially important to be prepared to overcome these challenges and differentiate products or services. A competitive advantage of lower price or better features does not guarantee a sale. However, a lack of value or performance by the sales representative could decrease or eliminate the opportunity for acquiring a sale. This exercise helps encourage recognition of the importance of the sales associate.



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ACTIVITY

You are planning a sales visit with a potential customer. Today, the competition has announced another price reduction. Their price is substantially less than your price.

Identify the average / estimated difference in price. _____

The executive management and shareholders of your company now have a very difficult decision to make. They have compared the difference in price between the competition and the price of our own products / services. By careful analysis, it has been determined that your company could substantially reduce cost, and thereby assure lowest price in the market, by eliminating the cost of maintaining a sales force. It is now a question of Your Value versus Product Cost / Price.

As a professional member of sales and a representative of your company, what value do you deliver to the customer that differentiates you from the competition and justifies the cost for having professional sales staff?

1

2

3

What personal attributes or experience do you have that make you unique?

1

2

3

What does the customer need that they can only get from you?
What is the value?

1

2

3
