

# CREATING AND SELLING COMPETITIVE ADVANTAGES

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Are you trying to identify solutions for the most prevalent obstacles to reaching your sales goals?

- Stalled Sales
- Longer Sales Cycles
- Constant demands for price discounts

If these challenges are holding you back, join the crowd.

One frequent cause of all three obstacles is the failure of sales people to identify and sell their Competitive Advantages - the advantages provided by their company, their products, their service and themselves. Read on for some exciting ideas. Enjoy!



## The Issue: Creating and Selling Competitive Advantages

Please consider these challenging questions:

- Can you list the Competitive Advantages (C.A.) offered by your company, products, service and yourself?
- Do you sell those C.A. to create differentiation?
- Are you sure that those you listed really meet the requirements for being a C.A.?
- Have you surveyed your customers to verify they agree with your list?
- Do your C. A. provide benefits to your targeted customers?
- Do your competitors have, and effectively sell, their own C. A. when they attempt to filch your customers?

If you are unsure of the answers to any of these questions read and act on the following solution.

## The Solution: Identifying Your Competitive Advantage

Businesses share a similar list of expectations they want met when they select their suppliers. To be successful, a supplier must provide the most persuasive answers to these unspoken buyer questions:

"How will you help me . . .

1. lower my costs and be more eco-friendly?"
2. Increase my profits and reduce my time to the sale?"
3. Increase my market share and reduce hassles?"
4. Provide a favorable ROI and create product differentiation?"

5. Create buyer desire for my product and enhance my reputation?"
6. Reduce my time to market?

Your current prospects may be under-served in some of these areas. Give thought to the list of buyer expectations and identify those where your company/product/service has (or can develop) Competitive Advantages. Remember, develop only those that provide a direct benefit to your prospective buyers.

To be persuasive, a C. A. must be a fact, not a claim. It should provide a very unique and highly desirable buyer benefit - one they are willing to pay more to receive. It may be either product or service related. Finally, a C. A. should prevent current or future pain, or provide current or future pleasure.

## Conclusion

***"The business of business is creating and keeping customers."***

Theodore Levitt, Harvard University

Because Competitive Advantages are so essential to your company's success, it is wise to engage a knowledgeable third party to assist in developing new or refining current ones. I will be pleased to discuss your situation and provide additional information. We can even survey your salespeople electronically to ascertain how well they know and sell C. A. to **create** new customers and **keep** current customers.

Contact me today.

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