

WHO ARE YOU UP AGAINST?

Last week we asked if you had a SCOTSMAN in the house to help you boost your sales and profits and we looked at S for SOLUTION. This week we'll look at C - which stands for COMPETITION. Ask yourself these questions;



How many others are playing ?

What is their track record ?

Why should they choose me ?

You need to find out how many other suppliers are bidding for this business and how you stack up against them. If any of them existing suppliers to this prospect, then that could be in their favour, assuming they are doing a reasonable job already. Why not ask the prospect who else is bidding – you'll be surprised how often they will tell you. What were driving toward here is the big question – why should they choose you ? What are your strengths and weaknesses in comparison ? There is nearly always some sort of competition to contend with, so make sure you ask how they will choose and that you tell your prospect why you are the best choice !

Next week we'll be looking at O for ORIGINALITY.

If you would like to win more sales then simply contact me for a FREE Guide to Selling more with SCOTSMAN.

If you sell to businesses and have any sales or marketing challenges that you'd like some help with, then visit the Cognitive Sales Consulting Sales Clinic for FREE advice.

<http://www.businessinberkshire.co.uk/cognitive/>

