

SALES

OUTSMART YOUR COMPETITION

Non-Credit Bearing

Stay ahead and win more deals with strategic sales insights

You have a great product or service, it's out there, and you know it delivers - but is that enough? In a crowded marketplace, standing out takes more than just quality; it requires strategy, insight, and the ability to outmanoeuvre the competition. Gaining and maintaining a competitive advantage is what separates thriving businesses from those that struggle to keep up.

Master the skills to identify both current and emerging competitors, gather and analyse critical market intelligence, and position your products strategically. Learn how to anticipate competitive moves, refine your offerings, and leverage insights to attract and retain customers. With these techniques, you will sharpen your sales strategy, respond proactively to industry shifts, and ensure your business stands out in even the most saturated markets.

WHO SHOULD ATTEND

- Sales and business development professionals
- Marketing teams
- Entrepreneurs and small business owners
- Product managers
- Strategy and market research teams

HOW YOU WILL BENEFIT

- Develop a structured approach to competitor intelligence gathering
- Identify key market threats and opportunities
- Analyse competitor strengths and weaknesses to refine your sales strategy
- Understand product positioning and differentiation
- Adapt to changes in the competitive landscape with agility and insight

Two-day course 08:30 - 16:00

Tel: (031) 267 1229

sales@kznbtcc.co.za / www.kznbusinessstraining.co.za

WHAT WILL BE COVERED

Uncovering the competition: gather the right intelligence

- Understanding the marketing function and competitor analysis
- Identifying competitors at the product-market and firm levels
- Methods and techniques for gathering competitive information
- Allocating responsibility for intelligence collection within your team
- Reviewing competitors' products, services, and industry advancements

The battlefield of business: navigating a competitive environment

- Methods for maintaining a competitive advantage
- Identifying threats and opportunities within the market
- Continuously assessing competitor strengths and weaknesses
- Aligning organisational tactics with market trends and competitive strategies
- Defining roles and responsibilities in competitive positioning

Winning the market: positioning your product for success

- Conducting target market analysis
- Comparing your products to competitor offerings
- Identifying opportunities for product innovation and enhancement
- Understanding customer perceptions and preferences
- Crafting a winning product positioning strategy

Staying relevant: mastering the product life cycle and competitive strategy

- Understanding the stages of the product life cycle
- Evaluating market implications for product development and adaptation
- Aligning marketing strategies with each stage of the product life cycle
- Identifying new sales and marketing opportunities at each phase

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