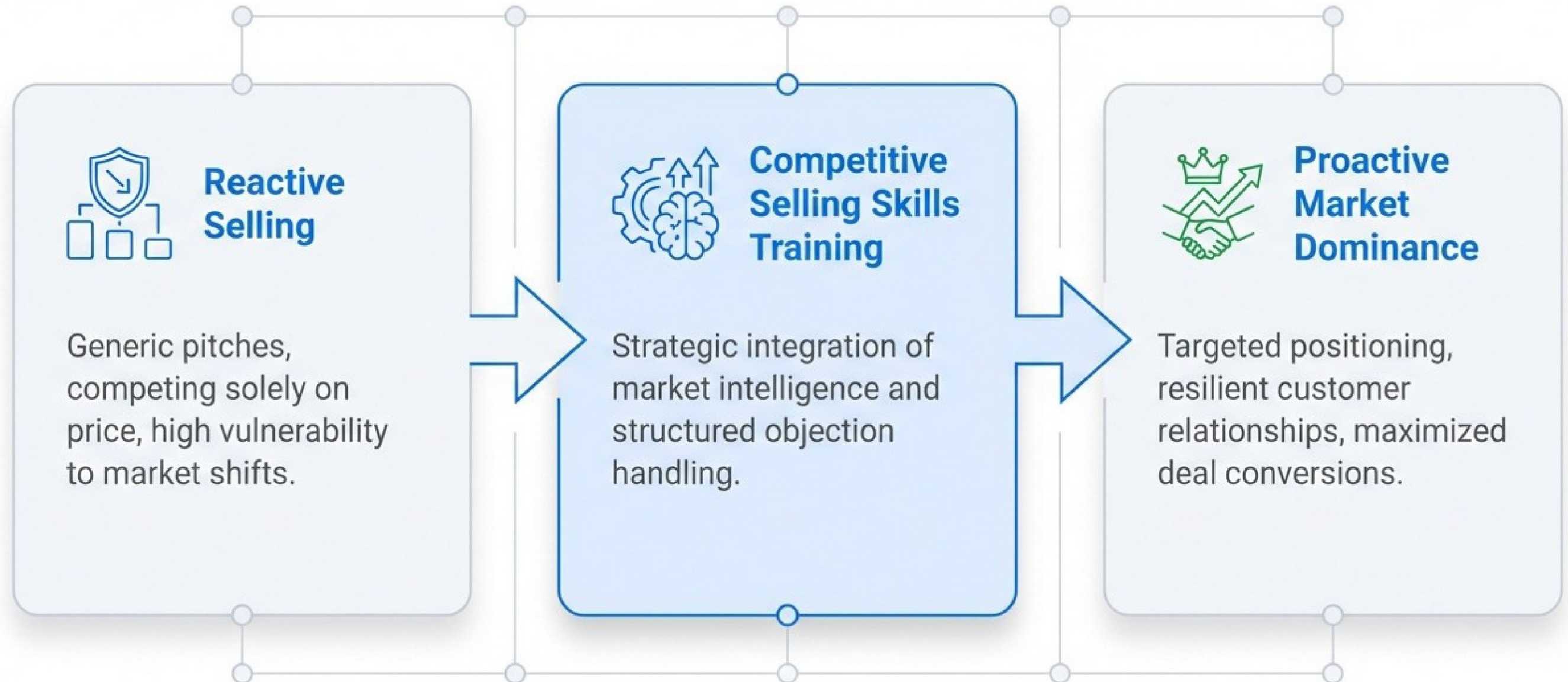


Drive Team Excellence with Competitive Selling Skills

Empower your professionals with essential strategies to navigate market competition and elevate your sales game.



The Paradigm Shift in Competitive Sales Dynamics



The Training Infrastructure At-A-Glance



Duration
8 - 12 hrs



Format
Instructor-led
Group Training



Modality
Virtual, On-site,
or Off-site

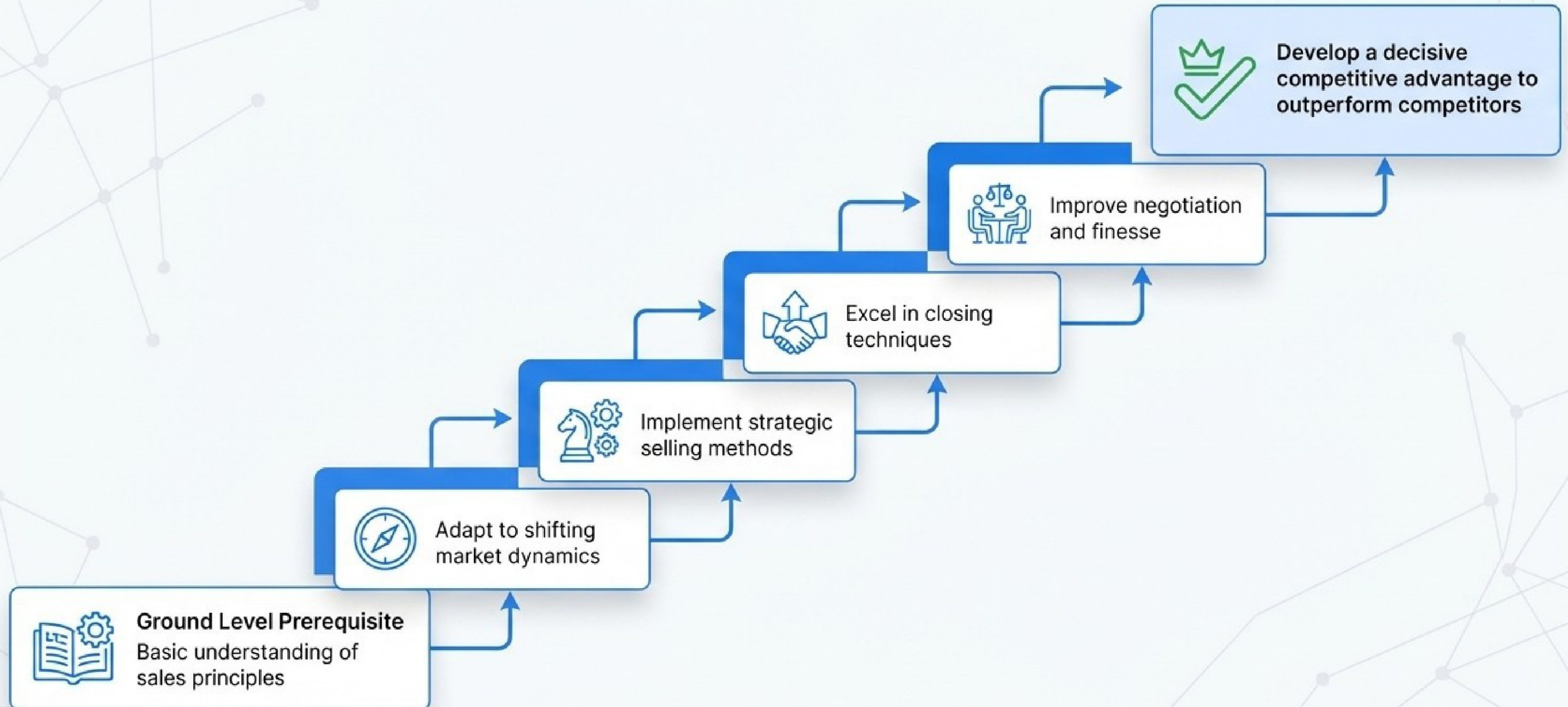


Scale
10,000+ Trainers
globally



Credential
Course
Completion
Certificate

The Capability Activation Curve



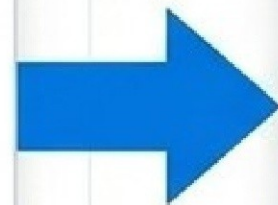
The Curriculum Architecture Framework



Market Intelligence & Analysis

Modules 1-3

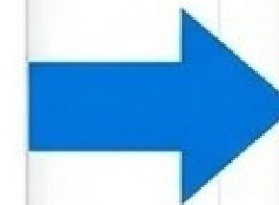
Understanding competitive forces, assessing customer customer pain points, and profiling competitors.



Value Proposition & Positioning

Modules 4-5

Creating unique selling points and crafting persuasive, value-driven sales presentations.

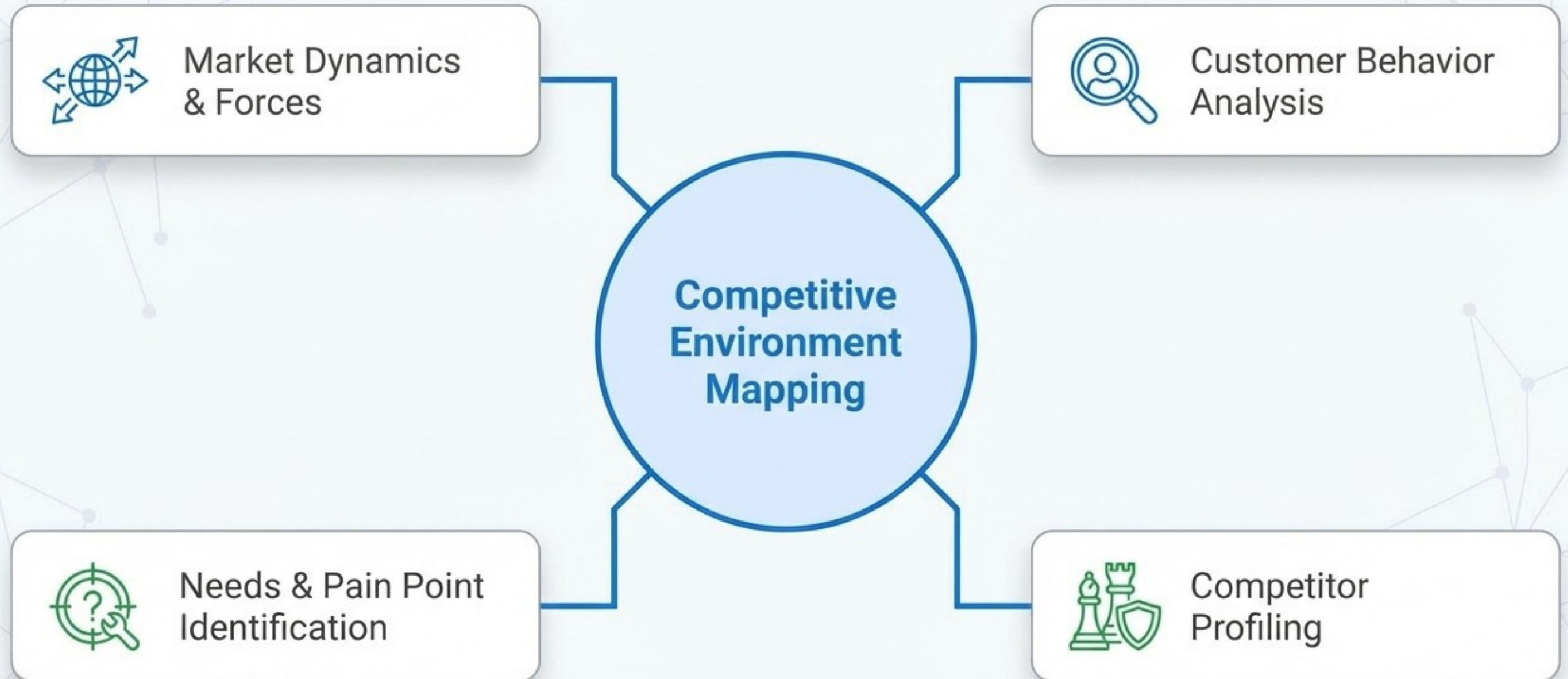


Tactical Execution & Strategy

Modules 6-7

Building trust, handling objections, and targeting specific market segments with strategic pricing.

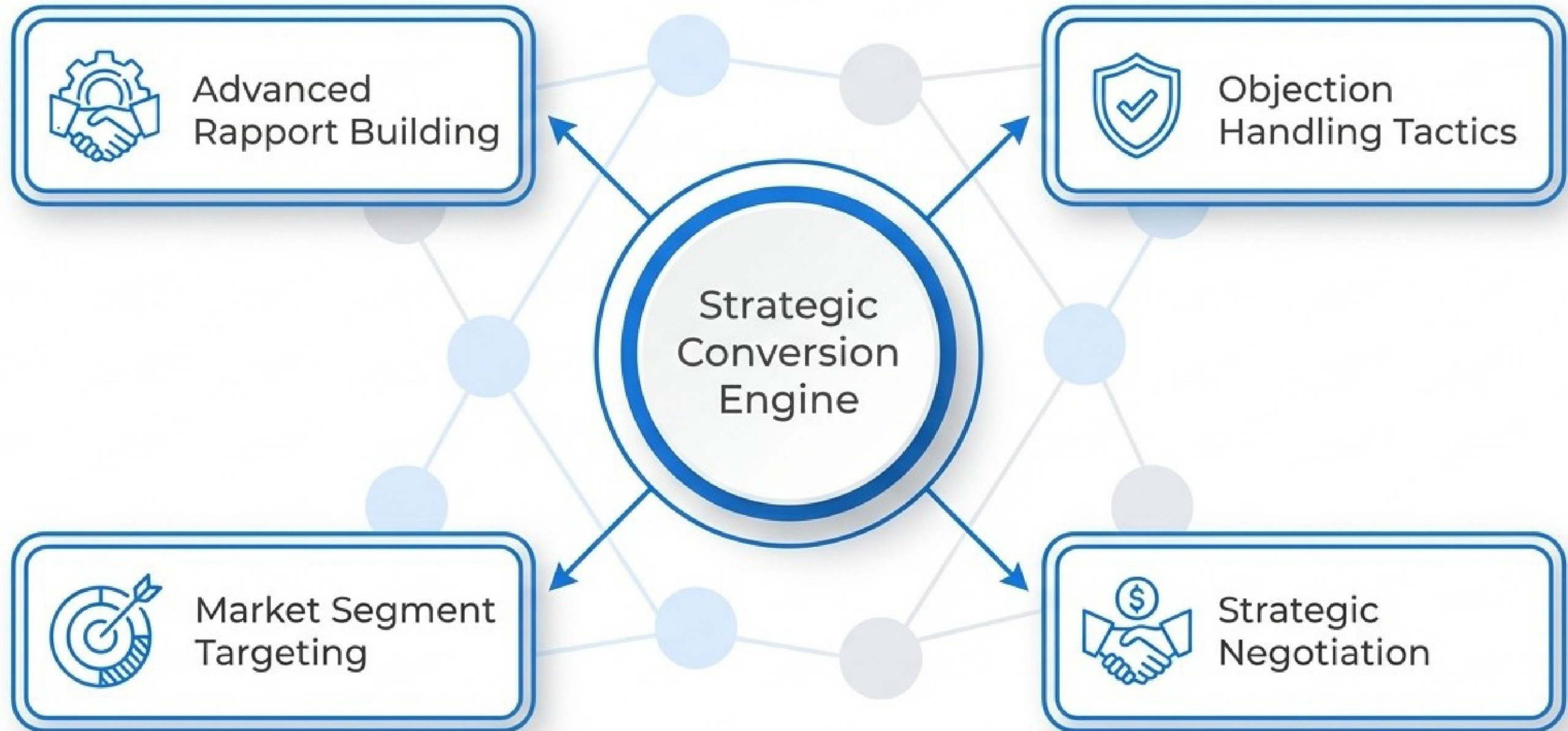
Phase 1: Market Intelligence & Analysis



Phase 2: Value Engineering & Positioning



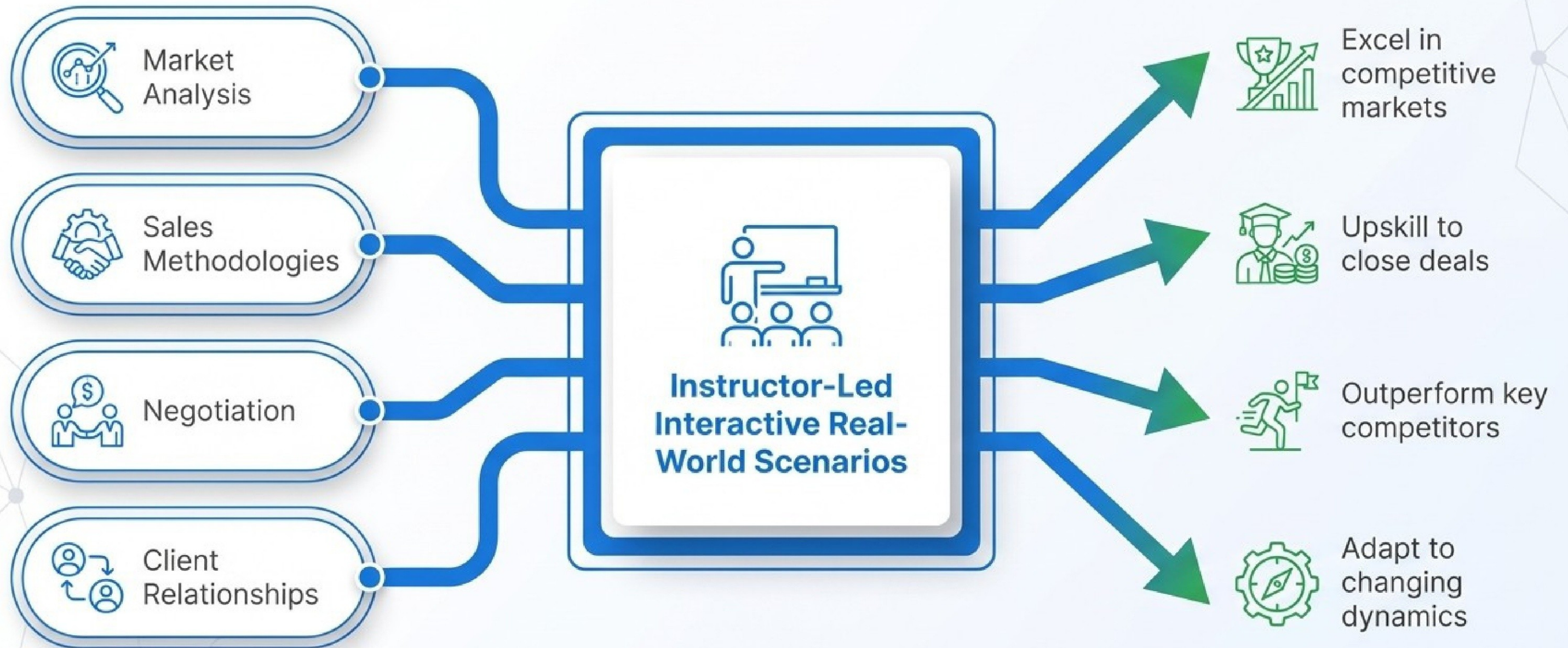
Phase 3: Tactical Sales Execution



The Core Competency Diagnostic Matrix

Core Skill Acquired	Key Application Focus	Strategic Business Impact
Market Trend Analysis	Evaluating patterns and market data	Informs strategic decisions and competitive advantage
Customer Needs Analysis	Identifying client requirements	Enhances targeted strategies and customer satisfaction
Advanced Negotiation	Strategic communication and persuasion	Resolves conflicts and maximizes value for all parties

The Business ROI Value Chain



Target Audience Alignment



Scalable Delivery Modalities



Virtual Live Instructor-Led

- Consistency globally
- Flexible scheduling
- Interactive tools for engagement



On-site Face to Face

- Higher engagement
- Tailored to workplace
- Hands-on process demonstration



Off-site Face to Face

- Distraction-free environment
- Enhanced team bonding
- Boosts employee morale



"This Competitive Selling Skills course was precisely what I needed to design robust sales excellence architectures. The hands-on approach to closing methodologies and seamless integration with differentiation strategies using advanced techniques from this training. Our project success rate and profitability increased dramatically within the quarter."

Jiri Novak

Regional Sales Manager

A premier sales coaching and development firm.

The Global Deployment Footprint



100+

Countries Reached



10+

Languages Supported
(Including English, Español,
普通话, Deutsch, etc.)

Accelerate Your Sales Performance Today



Scale high-impact learning with customizable corporate training solutions.

 edstellar.com/competitive-selling-skills-training

 contact@edstellar.com