

Out-Understand the Competition

This article explores the dangers of “proposition speeding” and why strategic positioning, grounded in insight, is the only way to truly differentiate and win.

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Let's Watch for Proposition Speeding

As natural problem-solvers, we're often eager to jump in with a solution the moment we spot a need. But when we pitch too fast, even if it's the perfect answer, we risk sounding like every other provider in the race for their business.

The fine we pay? Deal delay.

Even if we know our offering is better, the prospect can't tell. So, we get commoditized, reduced to price, or sidelined in favor of the status quo.

Out-Understand the Competition

When we take time to understand the customer more deeply than anyone else, we gain a powerful advantage: we can position our solution in a way no competitor can replicate.

We don't just pitch, we connect.

We don't just solve, we differentiate.

Before we present, let's ask ourselves the question, “What do I know that my competition doesn't?”

Differentiation is Our Greatest Force Multiplier

In moments where we're tempted to speed up, let's slow down. Listen longer. Learn deeper. Understand more.

Because the stronger our insight, the sharper our positioning, and the farther ahead we pull.

Let's Finish in First.

Let's talk.

The first call with Predictive Wins is free and runs twenty-five minutes.

No deck, no pitch. Scan the code or visit predictivewins.com.



A sales team reviewing competitive research together

