

COMPETITION *Summary*

Click below to download the Competition Summary PDF 

IN BRIEF	 1. RIVALS	 2. SELF BUILD	 3. OTHER INITIATIVES	 4. INERTIA
Your competition is any person, project, initiative, or thing competing for the same resources that you are, whether it be budget or physical resources.	Your natural competitors, are those that are in the same solution category as you where you frequently compete for the same customers.	The CTO/CIO or anyone with influence believes they can build their own solution to either do a comparable or better job than your own solution.	An Economic Buyer will have several initiatives they can back, from training programs, to other technology solutions.	A common outcome from a sales engagement is that the deal is lost, but the customers don't move forward with any solution.

YOU NEED TO BE AHEAD OF COMPETITION

BECAUSE

- If you aren't then your Competition will be, and you'll constantly be playing catch up
- If you don't fully understand the competitive landscape, then you will be unable to accurately forecast your deal

ALWAYS CHECK

- That you know who the Competition is. Not just your rival solutions but the entire lay of the land. Have they ever built anything themselves before? What other projects or initiatives are priorities right now? Do they ever investigate investments and then decide to do nothing?
- Have you differentiated yourself firmly enough that your unique value and strengths is built into the Decision Criteria? Is your Champion empowered to communicate exactly how you are better/different?