

BREAKINGTM COMPETITIVE ACCOUNTS

The competitions' best accounts may be your greatest growth opportunity!



✓ A Proven Process for Winning Your Toughest Competitively Held Accounts

For most sales organizations the greatest source of new revenue potential is locked inside competitively held accounts.

✓ Breaking Competitive Accounts (BCA)

is an intensive 2-day sales training program that gives salespeople a powerful time-tested process for penetrating, advancing, and winning tough competitively held accounts - while improving close ratios and shortening sales cycles.

Customized to Your Business, Markets, and Competitors

Every BCA program is customized so participants learn and apply the process from the perspective of:

- Selling their own products and services
- Competing in their own markets
- Overcoming their toughest competitors
- Pursuing and winning actual target accounts

Participants do not simply learn sales concepts. They build actionable strategies for target accounts.

Proven Results

"BCA training turned average salespeople into superstars!"

- Dave H. Sales Manager, AT&T Commercial Markets

"In less than eight months after your sales and sales management training, my district's revenue increased by 30%, our close ratio doubled, and our average sales cycle time was reduced by at least one-third. Other district managers I've spoken with are also achieving significant success."

- Michael H., District Manager, GE

"I'm delighted with our market-share statistics, which confirm the success of your BCA training. This is even more impressive considering that ours is the premium-priced product in the industry."

- Richard M., General Manager, Australia, Marubeni Corporation

A few of our clients



PARTICIPANTS LEARN TO...

Master the Three Key Outcome Drivers

Participants learn the principles and practical application of the Three Key Outcome Drivers - the critical elements required to consistently replace entrenched competitors and win high-value accounts.

Build Real-World BCA Sales Plans

Each participant completes one or more detailed BCA Sales Plans for competitively held high-value target accounts.

Strengthen Sales Plan Strategies with the BCA-Trained AI Assistant

The BCA-trained AI Assistant evaluates each completed Sales Plan and recommends strategic improvements designed to increase account penetration, strengthen the value proposition, address competitive vulnerabilities, and maximize win probability.

Accelerate Learning Through Application

Individual and team exercises help participants internalize and maximize process proficiency, and immediately apply BCA principles to real selling situations.

Measure Post-Training Results

Post-training reporting tracks the progress, sales cycle activity, and final outcome of each target account - helping management reinforce the process and measure the program's business impact.

Turn Competitive Strongholds into New Revenue

BCA gives salespeople the structure, strategy, and confidence to pursue competitor-held accounts they may have previously considered too difficult, too entrenched, or too time-consuming to win.

Win more competitive accounts. Improve close ratios. Reduce sales-cycle time. Create measurable revenue growth.



Founded in 1995, Normand & Associates, Inc. is a Washington, D.C.-based firm specializing in customized sales and sales management training.

President and founder Skip Normand is an accomplished speaker and facilitator who has worked with sales organizations around the world. Through his training programs, he has helped thousands of salespeople strengthen their selling skills, shorten sales cycles, improve close ratios, and increase market share rapidly and cost-effectively.

BREAKING[™] COMPETITIVE ACCOUNTS

TRAINING PROGRAMS

Program	Participants Learn How To...	Length	Delivery
Breaking Competitive Accounts	Capture tough competitively held accounts by integrating three key outcome drivers into a detailed sales plan and using specialized sales tactics to execute the plan and close the sale.	2 Days	On-Site
Negotiating to Win-Win	Build proficiency in all four phases of the negotiation process to achieve mutually beneficial, sustainable agreements.	1 Day	On-Site or Remote
Selling within the Bid Process	Sell successfully within the two most common bid environments: competitive bids, where the lowest qualified bid wins, and requests for proposal, where price is only one selection factor.	1 Day	On-Site or Remote
Making Effective Presentations	Apply a proven methodology for developing and delivering persuasive, high-impact group presentations. Training presentations are recorded, reviewed, and coached.	1.5 Days	On-Site
Defending the Business	Develop and execute a proactive defensive sales plan that strengthens customer relationships and protects existing business from competitive threats.	1 Day	On-Site Or Remote
Time & Territory Management	Apply practical, industry-based principles for prioritizing opportunities, managing time, and maximizing territory productivity.	1-Day	On-Site Or Remote
Productive Prospecting	Identify high-value prospects and use creative, effective approaches to gather information, gain access to decision-makers, and secure the first meeting. (Live prospecting calls are made.)	1 Day	On-Site
Measure-Manage-Motivate (Sales manager training)	Strengthen sales performance by measuring for accountability, managing for results, and motivating for sustained productivity.	1 or 2 Days	On-Site
Hiring-to-Win (Sales manager training)	Evaluate pre-hire questionnaire responses and conduct effective telephone and in-person interviews to assess a candidate's success potential and identify potentially costly selling weaknesses including lost sales patterns.	1 Day	On-Site