

Executive Blueprints



Training Exercises & Activities

Sales Training

SUBJECT:

WALK A MILE IN THEIR SHOES

MATERIALS REQUIRED:

OPTIONAL – FLIPS CHARTS (TEAMS)

OPTIONAL – WHITE BOARD (TEAMS)

OPTIONAL – NOTEPADS (GROUP)



OPTIONS:

If you have Flip Charts or Whiteboards for capturing feedback, then you can create teams to collaborate and compete for feedback. If you do not have access to Flip Charts or Whiteboards, then you can conduct this exercise as group participation as individual first write down their own thoughts and then brainstorm as a large group to share ideas.

ACTIVITY:

Walk a mile in the shoes of the competition and recognize the threats that they perceive from your organization. It is tempting to forget your strengths when smart consumers compare your products and services to strengths marketed by the competition. The most successful field generals knew that the secret to success was selecting the best ground. If your best defense is behind castle walls, or your best offense is from high ground, learn how to promote your strengths, without disparaging the competition, in a manner that allows your future customer to discover the appropriate conclusion.



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Activity

If you had to represent your competition, what would be your key selling points?

1

2

3

How would you demonstrate or justify those key selling points?

1

2

3

What could go wrong / backfire if you tried to promote those points?

1

2

3

In your current role and current company, what can you identify as selling points that would not have the same weakness or potential to backfire?

1

2

3

How would you demonstrate or explain the benefits of your key selling points?

1

2

3
