

# DIAGNOSTIC SELLING....



SEASON 4

EPISODE 18

## How to Sell Against Competitors

*OR SPEAK ABOUT THEM  
WHEN A BUYER BRINGS THEM UP*



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# AGENDA

## ACT I

**WHAT A BUYER REALLY VALUES...**

**EVEN MORE THAN THE PRODUCT, THEY END UP BUYING.**

## ACT II

**WHY DOES THAT MATTER....**

**IN THE CONTEXT OF SELLING COMPETITIVELY.**

## ACT III

**WHY DO BUYERS EVEN BRING UP “**THE OTHER GUY**”?**

**WHEN THEY’RE CURRENTLY USING A COMPETITOR, OR JUST CHURNED FROM THEM.**





# AGENDA

## ACT IV

**WHY DO BUYERS EVEN BRING UP “THE OTHER GUY”?**

WHEN THEY’RE NOT USING ANYONE– BUT ARE EVALUATING YOU + YOUR COMPETITOR(S).

## ACT V

**WHAT BUYERS EXPECT YOU TO DO, OR SAY...**

WHEN YOU’RE SELLING AGAINST, ONE OF YOUR COMPETITORS.

## ACT VI

**(SOFT PEDALED) COMPETITIVE SELLING TECHNIQUES & PHRASES–  
THAT YOU THINK ARE WORKING.... BUT YOUR BUYER SEES STRAIGHT THROUGH.**





# AGENDA

## ACT VII

**WHY** THESE TECHNIQUES DON'T WORK...  
AND WHAT THEY MAKE YOUR BUYER, BELIEVE ABOUT YOU INSTEAD.

## ACT VIII

**THE OTHER THINGS: THEY MESS UP ....**  
& WHY THESE TECHNIQUES DESTROY TRUST, EVEN OUTSIDE OF THE COMPETITIVE CONTEXT.

## ACT IX

**WHAT YOUR BUYER, IS TRYING TO ACCOMPLISH...**  
BY BUYING FROM YOU, OR ONE OF YOUR COMPETITOR.



# AGENDA

## ACT X

WHAT YOU **SHOULD** DISCOVER, IN DISCOVERY...  
INSTEAD OF FOCUSING ON, OR TALKING ABOUT YOUR COMPETITOR.

## ACT XI

WHAT YOU **SHOULD** DISCOVER, IN DISCOVERY..  
WHEN THE BUYER, IS CURRENTLY USING A COMPETITOR.

## ACT XII

WHAT YOU **SHOULD** DISCOVER, IN DISCOVERY..  
WHEN THE BUYER ISN'T USING ANYONE, BUT IS EVALUATING YOU + YOUR COMPETITORS.





# AGENDA

## ACT XIII

### THINGS TO **NEVER** DO...

WHEN SELLING TO A BUYER, WHO IS CURRENTLY USING A COMPETITOR.

## ACT XIV

### THINGS TO **NEVER** DO...

IF THE BUYER ISN'T USING ANYONE– BUT IS EVALUATING YOU + ONE OF YOUR COMPETITOR.

## ACT XV

### PHRASES THAT YOU CAN USE..

WHEN YOUR BUYER, **BRINGS UP** A COMPETITOR.





# AGENDA

## ACT XVI

WHAT **YOUR** COMPETITORS...  
ARE LIKELY DOING & SAYING ABOUT YOU.

## ACT XVII

GOOD SIGNS: FROM A BUYER...  
THAT THINGS ARE **GOING WELL**, WHEN YOU'RE SELLING COMPETITIVELY.

## ACT XVIII

THE DEEPER ISSUE & WHY IT MATTERS..  
WHEN YOU USE **MANIPULATIVE TECHNIQUES** – OR **SPEAK NEGATIVELY**, ABOUT YOUR COMPETITORS.





1

**WHAT A BUYER VALUES...**  
***EVEN MORE THAN THE PRODUCT,***  
***THAT THEY END UP BUYING.***





**THEY SAY THEY VALUE  
"THE BUYING EXPERIENCE"...**





**EVEN MORE THAN  
THEY VALUE THE PRODUCT ITSELF.**





**BUT, WHAT THEY MEAN IS...**





**THEY REALLY VALUE  
GETTING THE ANSWER RIGHT....**





# CHOOSING THE RIGHT PRODUCTS FOR “THAT ANSWER” ...





**& HAVING PEOPLE  
AROUND THEM THAT KNOW THAT ANSWER....**





**EVEN BETTER  
THAN THEY DO THEMSELVES.**





**& IN THE END**  
**WHAT THEY ULTIMATELY VALUE....**





**IS SOLVING THE PROBLEM  
THAT THEY NEED TO SOLVE.**





2

**WHY DOES THAT MATTER..  
*IN THE CONTEXT OF SELLING COMPETITIVELY.***





**WHY DOES **THAT “VALUE” MATTER** ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT'S NOT ABOUT FEATURES THAT YOU HAVE  
THAT YOUR COMPETITORS DON'T.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT'S NOT EVEN ABOUT  
HOW THEY'LL USE THOSE FEATURES.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT IS ABOUT HOW MUCH  
YOU HELP THE BUYER, SOLVE THEIR PROBLEM.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT IS ABOUT WHO THEY BELIEVE  
KNOWS MORE ABOUT THE PROBLEM THEY’RE TRYING TO SOLVE.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT IS ABOUT WHO THEY THINK KNOWS MORE  
& IS BETTER EQUIPPED, TO HELP THEM SOLVE THEIR PROBLEM.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**IT'S ABOUT FINDING MORE UNKNOWNS  
TO HELP THE BUYER— & AS A BYPRODUCT, SHOWS MORE EXPERTISE.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**YOUR GOAL LINE ISN'T BEING BETTER  
THAN THE COMPETITOR— OR “WINNING OUT AGAINST THEM”.**





**WHY DOES THAT “VALUE” MATTER ....  
IN THE CONTEXT OF SELLING COMPETITIVELY?**

**YOUR GOAL IS TO BETTER EQUIP THE BUYER  
WHICH INSTILLS CONFIDENCE— TO SOLVE IT, & SOLVE IT WITH YOU.**





3

**WHY DO BUYERS EVEN  
BRING UP “THE OTHER GUY”?**  
*WHEN THEY’RE CURRENTLY USING A  
COMPETITOR, OR JUST CHURNED FROM ONE.*





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**BECAUSE THEY DIDN’T SOLVE THEIR PROBLEM  
& THEY WANT TO VENT THEIR GRIEVANCES.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**BECAUSE THEY DIDN’T SOLVE THE PROBLEM  
& WANT TO MAKE SURE, THEY DON’T REPEAT THAT WITH YOU.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**BECAUSE THEY HAVE A LATERAL PROBLEM  
THAT WAS CREATED BY USING THE ORIGINAL VENDOR.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**THEY DID SOLVE THEIR PROBLEM  
BUT NOT FULLY– & HOW THEY WANTED TO SOLVE IT.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**THEY DID SOLVE THEIR PROBLEM  
BUT HAD TO COMPLETELY DO IT THEMSELVES– & ARE ANNOYED.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**TO GIVE YOU FALSE HOPE  
BY MENTIONING ALL OF THEIR PAIN– SO YOU GIVE THEM A QUOTE.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**TO SHOW THEY’VE USED SOMEONE ELSE  
SO IT REVS YOU UP– & YOU GIVE THEM A GOOD PRICE TO SWITCH.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**SO YOU KNOW IT’S A COMPETITOR  
& GIVE THEM A CHEAP QUOTE— BECAUSE IT’S “HEAD TO HEAD”.**





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUY”: WHEN THEY’RE USING A COMPETITOR ?**

**BECAUSE THEY’RE UP ON RENEWAL  
& WANT A CHEAP QUOTE FROM YOU– SO THEY CAN LEVERAGE IT.**





4

**WHY DO BUYERS EVEN  
BRING UP “THE OTHER GUY”?**  
*WHEN THEY’RE NOT USING ANYONE– BUT ARE  
EVALUATING YOU + YOUR COMPETITORS.*





**WHY DO BUYERS BRING UP....**

**THE “OTHER GUYS”: & WHO ELSE THEY’RE EVALUATING ?**

**TO PUT YOU ON THE DEFENSIVE**

**SO YOU LOWER YOUR PRICE– BUT THEY ALWAYS PLAN ON USING YOU.**





**WHY DO BUYERS BRING UP....**  
**THE “OTHER GUYS”: & WHO ELSE THEY’RE EVALUATING ?**

**TO GET YOU RILED UP & COMPETITIVE**  
**SO THEY CAN PLAY YOU OFF ONE ANOTHER.**





**WHY DO BUYERS BRING UP....**  
**THE “OTHER GUYS”: & WHO ELSE THEY’RE EVALUATING ?**

**SO YOU’LL ADD IN MORE FEATURES**  
**BECAUSE YOU KNOW ABOUT THE OTHERS.**





**WHY DO BUYERS BRING UP....**  
**THE “OTHER GUYS”: & WHO ELSE THEY’RE EVALUATING ?**

**SO YOU’LL “BRING YOUR BEST”**  
**BECAUSE YOU KNOW ABOUT THE OTHERS.**





**WHY DO BUYERS BRING UP....**  
**THE “OTHER GUYS”: & WHO ELSE THEY’RE EVALUATING ?**

**BECAUSE THEY’RE JUST BEING CHILDISH**  
**& JUST LIKE PLAYING GAMES.**





5

**WHAT BUYERS EXPECT  
YOU TO DO OR SAY...  
*WHEN YOU'RE SELLING AGAINST,  
ONE OF YOUR COMPETITORS***





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO TALK ABOUT HOW GREAT YOU ARE  
& SELL HOW MUCH BETTER YOU ARE, THAN THE OTHERS.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**BAD MOUTH THE COMPETITION: OUTRIGHT  
& ALL OF THE “BAD THINGS YOU KNOW”, ABOUT THEM.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**BAD MOUTH THE COMPETITION: DISCREETLY  
& ALL THE “BAD THINGS YOU’VE HEARD” FROM THEIR CUSTOMERS.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO QUICKLY JUMP ON & DIG INTO ANY PAIN  
THAT THEY'VE HAD WITH THE OTHER VENDOR.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO SAY “WE’VE BEEN HEARING THAT A LOT”  
WHEN THEY MENTION THEIR PROBLEMS, WITH THE OTHER VENDOR.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO GIVE THEM “GLORY” SWITCH STORIES  
& HOW MUCH HAPPIER EVERYONE IS, WHEN THEY SWITCH TO YOU.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO TALK ABOUT THE OTHER VENDOR  
& MAKE THE MAJORITY OF THE CONVERSATION ABOUT THAT VENDOR.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO GET EXCITED ABOUT THEIR PAIN  
& ANY PROBLEMS THEY'VE HAD, WITH YOUR COMPETITOR.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO SAY EVERYTHING IS BETTER WITH YOU  
& THAT THEY WON'T HAVE ANY OF THE SAME PROBLEMS.**





**WHAT THEY EXPECT YOU.....**

**TO DO, OR SAY : WHEN THEY BRING YOUR COMPETITORS UP.**

**TO PROMISE & GIVE THEM GUARANTEES  
THAT ARE THE SAME ONES, THE FIRST VENDOR GAVE THEM.**





6

**COMPETITIVE SELLING  
TECHNIQUES & PHRASES:  
*THAT YOU THINK ARE WORKING....  
BUT YOUR BUYER SEES STRAIGHT THROUGH.***





**TECHNIQUES & PHRASES.....**  
**THAT AREN'T AS "HIDDEN" AS YOU THINK.**

**WELL (COMPETITOR) IS GREAT FOR \_\_**  
**BUT AS SOON AS YOU NEED \_\_, YOU NEED US.**





**TECHNIQUES & PHRASES.....**  
**THAT AREN'T AS "HIDDEN" AS YOU THINK.**

**(COMPETITOR) IS GREAT**  
**BUT.....**





**TECHNIQUES & PHRASES.....**  
**THAT AREN'T AS "HIDDEN" AS YOU THINK.**

**WE HEAR THAT ALL THE TIME  
FROM CUSTOMERS WHO SWITCH FROM (COMPETITOR).**





**TECHNIQUES & PHRASES.....**  
**THAT AREN'T AS "HIDDEN" AS YOU THINK.**

**ANYTHING YOU SAY  
THAT'S FOLLOWED WITH A "BUT".**





7

**WHY THESE TECHNIQUES  
DON'T WORK...**  
**& WHAT THEY MAKE YOUR BUYER,  
BELIEVE ABOUT YOU INSTEAD.**





# WHY THESE TECHNIQUES.... DON'T REALLY WORK , WITH YOUR BUYER.

1

**YOU SEEM MORE  
INTERESTED IN.....**

**WINNING AGAINST THE  
COMPETITOR.... THAN  
HELPING YOU WIN AS A  
BUYER.**

2

**WHAT SARA SAYS  
ABOUT SALLY.....**

3

**WHEN YOU DISCOUNT,  
YOU SHOW THAT....**

**YOU'RE PLAYING A  
FEW CHILDISH GAMES.**

4

**WHEN YOU DISCOUNT,  
YOU LOSE TRUST.**



# WHY THESE TECHNIQUES.... DON'T REALLY WORK , WITH YOUR BUYER.

5

WHEN YOU'RE TRYING  
TO PULL A TECHNIQUE..

TO TALK ABOUT THE  
COMPETITOR—> IT  
TAKES YOU OFF OF THE  
CONVERSATION  
ABOUT THEM & THEIR  
PROBLEM.

6

THEY REALIZE THE  
GOAL ISN'T TO HELP...

THEM SOLVE THEIR  
PROBLEM, BUT IT'S TO  
HELP YOU SELL YOUR  
PRODUCT.

7

THEY KNOW EXACTLY  
WHAT YOU'RE DOING..

WHEN YOU GO AFTER  
"PAIN" INFORMATION,  
REGARDING THE  
OTHER COMPETITOR.

8

YOU SEEM DELIGHTED AT  
THEIR PAIN....

WHICH SHOWS THAT  
YOU'RE NOT ON THEIR  
SIDE.



# WHY THESE TECHNIQUES.... DON'T REALLY WORK , WITH YOUR BUYER.

9

**WHEN YOU PLAY  
GAMES ABOUT THE...**

**COMPETITOR → THEY  
ASSUME YOU'LL PLAY  
GAMES, WHEN IT  
COMES TO THEM.**

10

**WHEN YOU ACT  
CHILDISH ABOUT...**

**THE COMPETITOR,  
THEY ASSUME YOU'LL  
ACT JUST AS CHILDISH  
WITH THEM.**

11

**WHEN YOU MAKE  
ANYTHING BUT THEM...**

**THE FOCUS → THEY  
ASSUME, THAT THEME  
WILL CONTINUE, IF  
THEY DECIDE TO WORK  
WITH YOU.**



# 8

**THE OTHER THINGS: THEY  
MESS UP FOR YOU...**

**& WHY DO THESE TECHNIQUES DESTROY TRUST,  
EVEN OUTSIDE OF THE COMPETITIVE CONTEXT.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST YOUR COMPETITIVE CASE .**

**USING THESE TECHNIQUE EXPOSES  
THAT YOUR MAIN MOTIVE IS TO SELL.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST **YOUR COMPETITIVE CASE** .**

**IT EXPOSES THAT YOUR MAIN MOTIVE  
ISN'T TO HELP THEM SOLVE THE PROBLEM.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST YOUR COMPETITIVE CASE .**

**IF YOUR MAIN MOTIVE WAS TO HELP  
YOU'D FIND THE PROBLEM THEY WERE TRYING TO SOLVE, ORIGINALLY.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST YOUR COMPETITIVE CASE .**

**IF YOUR TRUE MOTIVE WAS TO HELP  
YOU MIGHT NOT EVEN TOUCH THE PROBLEM WITH THE COMPETITOR.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST YOUR COMPETITIVE CASE .**

**& IF YOU DID ASK SOME QUESTIONS  
ABOUT THE FIRST VENDOR— THEY WOULD BE OBJECTIVE IN NATURE.**





**WHY IT MESSES OTHER THINGS UP....  
& NOT JUST YOUR COMPETITIVE CASE .**

**THERE'S A DIFFERENCE BETWEEN A PROBLEM  
THAT YOU'RE TRYING TO SOLVE & A PROBLEM WITH A VENDOR.**





9

**WHAT YOUR BUYER,  
IS TRYING TO ACCOMPLISH...  
*BY BUYING FROM YOU,  
OR ONE OF YOUR COMPETITORS.***





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**TO SOLVE THE (MASTER) PROBLEM**  
**THAT THEY ARE CURRENTLY PRIORITIZING TO SOLVE.**





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**AVOID THE DRIVING IMPACT**  
**THAT THEY SET OUT TO AVOID.**





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**TRY TO SOLVE THEIR PROBLEM**  
**WITH THE MOST ASSURANCE, THAT IT WILL WORK.**





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**TRY TO SOLVE THE PROBLEM WITH THE  
LOWEST AMOUNT OF RISK, THAT IT WON'T WORK.**





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**FIND THE PEOPLE WHO ARE EXPERTS**  
**WHO CAN BEST HELP THEM, SOLVE THEIR PROBLEM.**





**WHAT YOUR BUYER IS AFTER.....**  
**WITH (N)EITHER ONE OF YOU.**

**SURROUND THEMSELVES WITH PEOPLE  
WHO CAN HELP THEM SOLVE IT– & FIND THINGS THEY DON'T KNOW.**





# 10

**WHAT TO DISCOVER,  
IN DISCOVERY....  
INSTEAD OF FOCUSING ON, **OR**  
TALKING ABOUT YOUR COMPETITORS.**





# WHAT YOU SHOULD.... **BE DOING & DISCOVERING** , ON DISCOVERY CALLS INSTEAD.

1

**FIND THE BUSINESS  
PROBLEM THAT...**

**THE BUYER,  
ORIGINALLY WANTED  
TO SOLVE.**

2

**DIAGNOSING AS MANY  
UNKNOWN...**

**AS YOU CAN, TO AT  
MINIMUM HELP THEM  
SOLVE THE PROBLEM  
AT HAND.**

3

**FIND AS MANY  
MISDIAGNOSES...**

**AS YOU CAN.  
\*\*BONUS: IF YOU  
DON'T SOLVE FOR  
IT/SELL TO IT.**

4

**SEND OVER MATERIAL,  
OR INTROS...**

**AS "AID" TO SOLVE  
FOR THE UNKNOWN,  
AS YOU FOUND.**





# WHAT YOU SHOULD.... **BE DOING & DISCOVERING** , ON DISCOVERY CALLS INSTEAD.

5

**FIND AS MANY MISSED  
DIAGNOSES....**

**AS YOU CAN POSSIBLE,  
IN YOUR  
INTERACTIONS WITH  
THEM.**

6

**IF YOU'RE GOING TO  
TOUCH THE PROBLEM..**

**THAT THEY HAD WITH  
THE VENDOR → GO FOR  
THE LATERAL PROBLEM  
THEY HAD WITH THEM,  
& WITH OBJECTIVE  
QUESTIONS.**

7

**IF THERE WAS A  
PROBLEM WITH THE...**

**OTHER VENDOR, YOU  
HAVE TO UNDERSTAND  
IF THEY ARE GOING TO  
HAVE THE SAME  
PROBLEM WITH YOU, &  
TO WHAT DEGREE.**

8

**IF THERE WAS A  
PROBLEM WITH THE...**

**OTHER VENDOR, AT  
MINIMUM– YOU NEED  
TO UNDERSTAND WHAT  
IS NECESSARY, TO MAKE  
SURE THEY AVOID THE  
PROBLEM WITH YOU.**



# WHAT YOU SHOULD.... **BE DOING & DISCOVERING** , ON DISCOVERY CALLS INSTEAD.

9

**ASK OBJECTIVE  
QUESTIONS ONLY.**

**(WHEN IT COMES TO  
ANY PROBLEM THEY  
HAD, WITH ANOTHER  
VENDOR)**

10

**QUESTIONS ABOUT  
THE OTHER VENDOR...**

**SHOULDN'T BE  
LEADING... &  
DEFINITELY SHOULDN'T  
BE LEADING THEM TO  
SPEAK NEGATIVELY  
ABOUT THEM.**





# 11

**WHAT TO DISCOVER,  
IN DISCOVERY...**  
***WHEN THE BUYER,  
IS CURRENTLY USING A COMPETITOR.***





# WHAT YOU SHOULD "BE AFTER".....

## ON DISCOVERY CALLS, WHEN **THEY'RE ALREADY USING A COMPETITOR** .

1

**WHAT'S THE PROBLEM  
THAT THE BUYER....**

**WAS LOOKING TO  
SOLVE ORIGINALLY—>  
WHEN THEY MOVED  
FORWARD WITH THE  
OTHER VENDOR.**

2

**WHAT'S THE DRIVING  
IMPACT THE BUYER....**

**WAS ORIGINALLY  
LOOKING TO AVOID—>  
WHEN THEY MOVED  
FORWARD WITH THE  
OTHER VENDOR.**

3

**HOW MUCH OF THE  
DRIVING IMPACT...**

**HAS THE BUYER BEEN  
ABLE TO SOLVE, OR  
NOT SOLVE— WITH THE  
VENDOR THEY WENT  
WITH ORIGINALLY.**

4

**WHAT HAS THE BUYER  
NOT ABLE TO SOLVE....**

**WITH THE OTHER  
VENDOR— & WHAT  
PORTION OF IT, HAVE  
THEY BEEN ABLE TO  
SOLVE, OR NOT SOLVE.**





# WHAT YOU SHOULD "BE AFTER"..... ON DISCOVERY CALLS, WHEN **THEY'RE ALREADY USING A COMPETITOR** .

5

WHAT'S THE LATERAL  
PROBLEM THAT HAS...

BEEN CREATED → BY  
THE VENDOR, THAT  
THEY ORIGINALLY  
MOVED FORWARD  
WITH.

6

IF THEY HAD ONE,  
WHAT'S THE PROBLEM:

THAT THEY HAD, WITH  
THE OTHER VENDOR,  
THAT THEY USED  
ORIGINALLY.

7

HOW MUCH OF THEIR  
ORIGINAL PROBLEM...

THAT THEY TRIED TO  
SOLVE → IS NOT  
BEING SOLVED,  
BECAUSE OF THE  
PROBLEM THEY'VE  
HAD, WITH THE  
VENDOR.

8

FIND ANYTHING THEY'VE  
MISDIAGNOSED....

IN REGARDS TO SOLVING  
THEIR ORIGINAL  
PROBLEM, WHAT THEY  
NEED, &/OR WHAT WILL  
HAPPEN WHEN AND IF  
THEY DON'T SOLVE IT.



# WHAT YOU SHOULD "BE AFTER"..... ON DISCOVERY CALLS, WHEN **THEY'RE ALREADY USING A COMPETITOR** .

9

FIND ANYTHING  
THEY'VE MISSED IN...

IN THEIR  
SELF-DIAGNOSIS→  
THAT THEY NEED TO  
KNOW & HAVE MISSED,  
IN REGARDS TO  
SOLVING THE  
PROBLEM.

10

FIND EITHER  
MISDIAGNOSES....

OR ANYTHING THAT  
WAS MISSED IN THEIR  
SELF-DIAGNOSIS→  
IN RELATIONSHIP TO  
WHAT IS NECESSARY  
TO SWITCH FROM  
WHO THEY'RE USING.





# 12

## WHAT TO DISCOVER, IN DISCOVERY...

***WHEN A BUYER ISN'T USING ANYONE—  
BUT IS EVALUATING YOU + A COMPETITOR.***





# WHAT YOU SHOULD “BE AFTER”.....

## WHEN THEY’RE NOT USING ANYONE, **BUT ARE EVALUATING OTHERS** .

1

**FINDING THE BUYER’S  
“KNOWNS”...**

**AKA. THE BUSINESS  
PROBLEM, TACTICAL  
PROBLEM, ROOT  
CAUSE, & IMPACTS....  
THAT THE BUYER HAS  
SELF-DIAGNOSED.**

2

**FINDING THE “WHY”  
BEHIND THE KNOWNS..**

**& THE FACTS THAT  
SUPPORT THE BELIEFS  
THAT THEY HAVE, IN  
REGARDS TO THE  
PROBLEM.**

3

**FINDING AS MANY  
MISDIAGNOSES...**

**AS YOU CAN FOR THE  
BUYER → TO AT  
MINIMUM, HELP THEM  
SOLVE THE PROBLEM.**

4

**FINDING AS MANY  
MISSED DIAGNOSES....**

**AS YOU CAN FOR THE  
BUYER → TO AT  
MINIMUM, HELP THEM  
LEARN ABOUT THE  
PROBLEM & HELP THEM  
SOLVE THE PROBLEM.**



# WHAT YOU SHOULD "BE AFTER"..... WHEN THEY'RE NOT USING ANYONE, **BUT ARE EVALUATING OTHERS** .

5

FINDING AS MANY  
"UNKNOWN"....

AS YOU CAN→ THAT  
YOU DON'T SOLVE FOR,  
TO HELP BEST EQUIP  
THEM, TO SOLVE THE  
PROBLEM AT HAND.

6

SENDING OVER AS  
MANY RESOURCES...

TO THE BUYER, AS YOU  
CAN→ AROUND THE  
UNKNOWN THAT YOU  
FOUND— ESPECIALLY  
FOR THE ONES, THAT  
YOU DON'T SOLVE FOR.



# 13

**THINGS TO NEVER DO...**  
***WHEN SELLING TO A BUYER, WHO IS  
CURRENTLY USING A COMPETITOR.***





# THINGS YOU SHOULD NEVER DO.....

## WHEN SELLING TO A BUYER, **WHO'S CURRENTLY USING A COMPETITOR** .

1

**BASH THE VENDOR,  
THAT THEY'VE USED.**

2

**MAKE THE  
CONVERSATION....**

**ABOUT WHO THEY'RE  
USING—> ESPECIALLY  
MAINLY ABOUT WHO  
THEY'VE USED, IN THE  
PAST.**

3

**SAY ANYTHING  
NEGATIVE ABOUT...**

**THE OTHER VENDOR,  
THAT THEY'VE USED IN  
THE PAST—> OR ANY OF  
THE OTHER VENDORS  
THAT THEY'RE  
EVALUATING.**

4

**TALK ABOUT THE  
OTHER COMPETITOR.**





# THINGS YOU SHOULD NEVER DO.....

## WHEN SELLING TO A BUYER, **WHO'S CURRENTLY USING A COMPETITOR** .

5

DIG OR HUNT, FOR THE  
"VENDOR PAIN" THAT....

THE BUYER HAS HAD,  
WITH THE OTHER  
COMPETITOR→ THAT  
THEY'VE USED, IN THE  
PAST.

6

DIG FOR THE "VENDOR  
PAIN", RIGHT AWAY.

7

DIG FOR SUBJECTIVE  
"VENDOR PAIN" THAT....

THE BUYER HAS HAD, IN  
THE PAST WITH YOUR  
COMPETITORS.

8

BRING UP SWITCH  
STORIES....

WHERE YOU'RE THE  
HERO→ YOUR  
COMPETITOR IS THE  
VILLAIN, & HOW  
EVERYTHING WAS  
PERFECT ONCE THEY  
SWITCHED TO YOU.





# THINGS YOU SHOULD NEVER DO..... WHEN SELLING TO A BUYER, **WHO'S CURRENTLY USING A COMPETITOR** .

9

**FOCUS ON OR TARGET,  
ANYTHING OTHER....**

**THAN THE PROBLEM  
THE BUYER WANTS TO  
SOLVE (ORIGINALLY) →  
TO HELP THEM AS  
MUCH AS YOU CAN, TO  
BE ABLE TO DO THAT.**

10

**THINK THAT IT'S  
"GOOD ENOUGH" ....**

**JUST TO FIND THE  
BUYER'S "KNOWNs" –  
& BANK ON THEIR  
OPINION ON WHAT TO  
SOLVE... WITHOUT  
FINDING UNKNOWNs.**





# 14

**THINGS TO NEVER DO...**  
***WHEN SELLING TO A BUYER, WHO IS  
EVALUATING USING A COMPETITOR.***





# THINGS YOU SHOULD NEVER DO..... WHEN SELLING TO A BUYER, **WHO'S EVALUATING OTHER COMPETITORS** .

1

**ASK ABOUT THE OTHER  
COMPETITORS.**

2

**ASK FOR COMPETITIVE  
NUMBERS.**

3

**MAKE IT ABOUT THE  
OTHER COMPETITOR.**

4

**TALK SMACK ABOUT  
THE OTHER VENDORS.**





# THINGS YOU SHOULD NEVER DO.....

## WHEN SELLING TO A BUYER, **WHO'S EVALUATING OTHER COMPETITORS** .

5

**WAIT FOR A  
CONVENIENT TIME....**

**TO BRING UP THE OTHER  
COMPETITORS.**

6

**"BITE" ON INFO THE  
BUYER SHARES....**

**ABOUT THE OTHER  
VENDORS.**

7

**"BITE" ON ANY  
NEGATIVE THINGS....**

**OR STORIES– THE  
BUYER IS TELLING YOU  
ABOUT THE OTHER  
VENDORS.**

8

**WHEN IN DOUBT... DON'T  
ENGAGE.**





# 15

**PHRASES YOU CAN USE...**  
**WHEN YOUR BUYER**  
**BRINGS UP A COMPETITOR.**





# FIRST, THE 3 DIFFERENT SCENARIOS

## WHEN THIS WOULD HAPPEN, & THEY'D ASK ABOUT A COMPETITOR .

1

WHEN THEY ASK YOU  
HOW YOU DIFFER.....

ON THE FLY, WITH NO  
PREVIOUS CONTEXT.

2

WHEN THEY ASK YOU  
HOW YOU DIFFER.....

& THEY'RE NOT  
CURRENTLY USING  
ANYONE- BUT  
EVALUATING BETWEEN  
YOU AND SEVERAL  
OTHERS.

3

WHEN THEY ASK YOU  
HOW YOU DIFFER.....

& THEY ARE USING  
ANOTHER  
COMPETITOR- AND  
ARE EVALUATING  
WHAT A SWITCH  
MIGHT LOOK LIKE.



# PHRASES THAT YOU CAN USE.....

## SCENARIO #1: WHEN THEY GIVE YOU NO OTHER CONTEXT .

WHEN THEY GIVE YOU, NO OTHER CONTEXT.....

WELL, BEFORE I LAUNCH DOWN A LAUNDRY LIST– ABOUT HOW HORRIBLE THEY ARE, & JUST HOW AMAZING WE ARE.....

IF YOU DON'T MIND ME ASKING —>

WHAT PROBLEM WERE YOU HYPOTHETICALLY LOOKING TO SOLVE, WITH EITHER ONE OF US?  
(PUT BOTH OF US ASIDE)





# PHRASES THAT YOU CAN USE.....

## SCENARIO #2: THEY AREN'T USING ANYONE, BUT ARE EVALUATING OTHERS

THEY AREN'T USING ANYONE, BUT ARE EVALUATING OTHERS.....

WELL, BEFORE I LAUNCH INTO A LITANY OF ALL OF THE THOUSAND OF GADGETS THAT WE OFFER.... & THEY DON'T- & WHY WE'RE SO AMAZING, AND THEY AREN'T....

WHAT PROBLEM WERE YOU INTERESTED IN SOLVING, WITH EITHER ONE OF US?  
(IF YOU DON'T MIND ME ASKING)





# PHRASES THAT YOU CAN USE.....

## SCENARIO #3: THEY ARE USING SOMEONE, BUT ARE EVALUATING A SWITCH.

THEY ARE USING SOMEONE, BUT ARE EVALUATING A SWITCH.....

WELL, BEFORE I GO ON A RANT ABOUT HOW AWESOME WE ARE— & THE TOP 200 REASONS, OF HOW WE CAN DO NO WRONG....

I'M ASSUMING THAT THERE WAS A PROBLEM, THAT YOU WERE LOOKING TO SOLVE.....  
ORIGINALLY, WHEN YOU FIRST STARTED USING COMPETITOR—

BOTH OF US ASIDE —-> DO YOU MIND WALKING ME THROUGH THAT PROBLEM? & HOW MUCH  
PROGRESS YOU MADE WITH COMPETITOR , TOWARDS SOLVING IT OVER THE LAST YEAR?





# 16

**WHAT YOUR  
COMPETITORS...  
*ARE LIKELY DOING, & SAYING ABOUT YOU.***





# WHAT YOUR COMPETITORS..... ARE LIKELY **DOING & SAYING** --> **ABOUT YOU** .

**1**

**SAYING NEGATIVE  
THINGS ABOUT YOU.**

**2**

**GIVING CASE STUDIES,  
& CUSTOMER STORIES:**

**ABOUT "WHAT  
HAPPENED, WHEN  
OTHER COMPANIES  
WORKED WITH YOU."**

**3**

**ASKING ABOUT YOUR  
PRICING.**

**4**

**ASKING ABOUT THE  
CONVERSATIONS...**

**THAT THE PROSPECT IS  
HAVING WITH YOU—  
HOW THINGS ARE  
GOING, & WHAT  
YOU'RE DISCUSSING.**





# WHAT YOUR COMPETITORS..... ARE LIKELY **DOING & SAYING** --> **ABOUT YOU** .

5

**MAKING IT A  
COMPETITION WITH...**

**YOU (EVEN WHEN  
YOU'RE NOT THERE)–  
ABOUT HOW THEY'RE  
BETTER.... NOT ABOUT  
SOLVING THE BUYER'S  
PROBLEM.**

6

**FINDING WAYS TO  
BRING YOU UP...**

**& BEING SOMEWHAT  
PETTY, WHENEVER  
THEY DO.**

7

**USING SOFT PEDDLED  
TECHNIQUES....**

**TO BRING YOU UP &  
TALK ABOUT YOU–  
BUT AS “DISCREETLY”  
AS POSSIBLE.**

8

**FOCUSING ON YOU.**



# 17

**GOOD SIGNS:  
FROM A BUYER...**  
*THAT THINGS ARE **GOING WELL**,  
WHEN YOU'RE SELLING COMPETITIVELY.*





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #1**

**YOUR BUYER TELLS YOU WHAT THE OTHER  
BUYERS & DECISION MAKERS ARE AFTER— & HOW TO WIN WITH THEM.**





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #2**

**THEY TELL YOU COMPARATIVE WEAKNESSES  
OF THE OTHER VENDORS— & HOW YOU RANK IN COMPARISON.**





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #3**

**THEY TELL YOU WHAT YOU SHOULD HIT ON  
IN DISCOVERY WITH OTHERS— TO HAVE THE BEST CHANCE OF SUCCESS.**





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #4**

**THEY TELL YOU WHAT THEY LIKE ABOUT  
THE OTHERS— SO YOU KNOW WHERE YOU NEED TO “MAKE UP” SOME.**





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #5**

**THEY TELL YOU ABOUT ANY “TIES”  
THEIR TEAMMATES HAVE INTERNALLY— WITH THE OTHER VENDORS.**





# GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING

## GOOD SIGN #6

**THEY PUSH YOU TO GET/FOCUS ON  
THINGS THAT YOU DON'T HAVE, THAT THE OTHER VENDOR DOES...  
THAT NOT HAVING, WOULD BE A "DEAL BREAKER" DOWN THE LINE.**





# GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING

## GOOD SIGN #7

**THEY SHARE THE PRICING  
OF THE OTHER COMPETITORS— & HOW YOU COMPARE.**





# **GOOD SIGNS TO GET—> WHILE COMPETITIVELY SELLING**

## **GOOD SIGN #8**

**THEY FREELY SHARE GENERAL INFORMATION  
ABOUT THE OTHER VENDORS— & WHO YOU'RE GOING UP AGAINST.**





# 18

**THE DEEPER ISSUE,  
& WHY IT MATTERS...**

**IF YOU USE *MANIPULATIVE TECHNIQUES* OR  
*SPEAK POORLY*, ABOUT YOUR COMPETITORS.**







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# IN SUMMARY...







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**THE END.**

