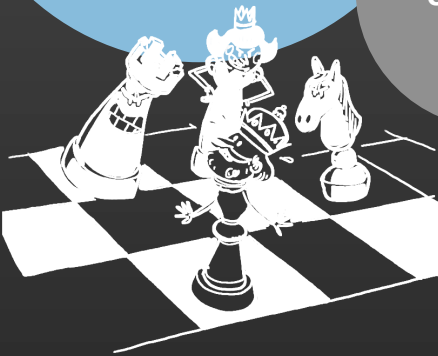




COMPETITIVE STRATEGY

What do you do when you know your competitor is in a stronger position than you?

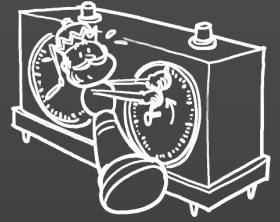
Is it hopeless? Should you stick to your plan of just telling them everything about your solution and hoping for the best?



Are there other options?
?

What if you had more time?

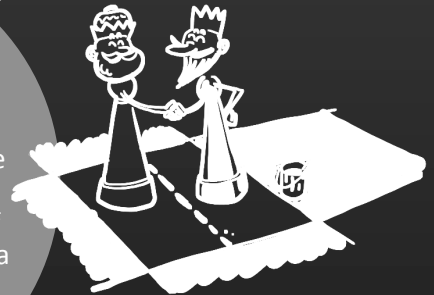
Could something change that puts you in a stronger position? A new product? New people? Different know-how?



Could you convince the customer to wait and delay their decision for the promise of getting something better in future?

The customer can't wait. He wants to do the deal now.

Could you win a piece of it? Could you convince the customer to work with 2 suppliers? To get the best of both worlds? Could even be a better solution – two strong players working together, side-by-side?



But maybe there's another option

**What if you did something the competitor didn't expect?
Changed the rules, if you will...**

Create a need for something you have that you know the competitor doesn't. Bet that could catch them by surprise at the finish line!

Move fast.

Close the deal. Don't give the competitor time to react... and change the rules on you.

It's a game you can win, if you consider all the options.

But what if the tables are turned, and you are the one in the strong position? And the customer agreed – they want you to win. What then?

