



The Wedge® Workshop

A Two-Day Workshop that is based on a three-party model of the sales game, recognizing the impact of the incumbent on the sales process. We show how to level the playing field with the incumbent. Our experience has taught us that most prospects see businesses in a particular industry as pretty much the same – whether they are or not.

Learning Objectives

Participants will learn:

- How to leverage where *you* are strong and your **competition** is weak.
- A process to exploit the competition's weakness.
- To break incumbent relationships to win new business

Performance Competencies

The Learning Objectives outlined above are designed to enable participants to perform the competencies listed below:

- Develop a Pre-Call strategy that will allow them to think about what their strengths are compared to the incumbent.
- Implement the Wedge® Process to dislodge incumbent relationships.

Payoff

Increase market share in accounts where there are multiple providers, dislodging incumbent relationships.

“WE HELP COMPANIES INCREASE NEW BUSINESS SALES!”