

## **SALES**

### **-YOUR PRODUCT vs THE COMPETITION-**

US 252211 / NQF Level 4 / 6 credits

Identifying competitors and what they are offering is a vital part of making your organisations' products or services stand out. In today's competitive business world, competitive advantage is the crux of your organisation.

This course will teach learners how to collect information on the products and services of competitors, explain the nature of the competitive environment, and describe the positioning of products and the various stages of product life cycles.

#### **WHO SHOULD ATTEND**

- All staff involved in sales and marketing
- Small business owners

#### **HOW YOU WILL BENEFIT**

- Learn methods and techniques for maintaining a competitive environment by obtaining competitive information
- Learn how to identify and solve problems relating to maintaining a competitive environment
- Learn how to organise oneself and one's activities to maximise commercial advantage by keeping up to date at all times
- Learn how to collect and critically evaluate information
- Gain an understanding of the world as a set of related systems – the competitive environment inevitably affects the success of your organisation as a whole

#### **WHAT WILL BE COVERED**

- Collecting, reviewing and maintaining of information on competitor products or services
- Understanding the nature and extent of the competitive environment in relation to organisational threats
- Identifying and documenting strengths and weaknesses of competitors and recognising organisational tactics to match competitive strategies
- Roles and responsibilities of team members relating to relative defensive activities
- Understanding product positioning – target market analysis, marketing strategies, new product development, customer perceptions, and customer preferences
- Understanding the stages of the product life cycle
- Identifying Competitors at the Product-Market Level
- Using Purchase Behaviour to Identify Competitors
- Identifying Potential Competitors
- The Competitor's Marketplace Strategy
- The Competitor's Source(s) of Competitive Advantage
- Assessing and Interpreting Competitive Signals and Actions
- What to Include in Competitive Marketing Analysis

Three Day Course  
8:30am – 4:00pm

Refreshments and a light, finger lunch will be served at our public course  
[sales@kznbtc.co.za](mailto:sales@kznbtc.co.za) or (031) 267 1229 for bookings and further information

- How to do a Competitive Analysis
- Methods and techniques for maintaining a competitive environment
- How to gain a competitive advantage
- Positioning Options
  - Identify and explain phases of product life cycles for each stage
  - Evaluate product life cycle stages and describe implications for new product development or modification of existing products
  - Identify and describe implications for marketing programs related to product life cycles for each stage
  - Identify new marketing opportunities for each stage

## **TABLE OF CONTENTS**

Module 1 Collect information on competitors' products and services	Module 2 Explain the nature and the extent of a competitive environment
<ul style="list-style-type: none"> <li>• Identify sources of competitive information and allocate responsibility for collection to team members</li> <li>• Regularly review competitors' information, products and services</li> <li>• Regularly review marketing industry advancements and technological changes and their impact on competitive advantage</li> <li>• Establish and maintain a competitive information collection process by relevant team members</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and explain the competitive environment in relation to organisational threats</li> <li>• Identify and document strengths and weaknesses of competitors for ongoing evidence reference</li> <li>• Identify organisational tactics to match competitive strategies according to marketing requirements</li> <li>• Identify and explain roles and responsibilities of team members as they relate to relevant defensive activities</li> </ul>

Module 3 Describe and explain product positioning	Module 4 Explain and describe the stages of the product life cycle
<ul style="list-style-type: none"> <li>• Explain target market analysis in relation to existing own organisation's and competitors' products</li> <li>• Make a comparison between existing organisational products and competitor's products according to relevant marketing strategies</li> <li>• Identify and assess opportunities for new product development and modification of existing products to meet market changes.</li> <li>• Identify and explain customer perceptions related to organisational products</li> <li>• Identify and explain customer preferences for the ideal product position in relation to organisation and competitors' products</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and explain phases of product life cycles for each stage</li> <li>• Evaluate product life cycle stages and describe implications for new product development or modification of existing products</li> <li>• Identify and describe implications for marketing programs related to product life cycles for each stage</li> <li>• Identify new marketing opportunities for each stage</li> </ul>

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