



How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales

By Randy Schwantz

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How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales By Randy Schwantz

A six-step plan for driving a wedge between the competition and the customer. For sales people, convincing a potential customer to choose them over the competition is no easy task, and especially when the competition already has the account. Finally, How to Get Your Competition Fired shows readers a proven system for breaking the relationship between the competition and the customer. Randy Schwantz's method, The Wedge(r), includes a six-step plan that drives a "wedge" between the competition and the customer. He shows how to reveal the competition's shortcomings without seeming to, letting prospects decide independently to dump their current provider, exclude other competitors and, finally, switch to the salesperson's product or service. Offering real tactics, not just theory, this is the only sales strategy that really works to break the relationship between customers and the competition and bring in more business, faster than ever.

Randy Schwantz (Dallas, TX) is a leading authority and expert on the sales process. A highly successful sales professional, he is a nationally respected sales trainer, author, sales coach, consultant, and public speaker. Randy is President and CEO of The Wedge Group, whose clients include Fortune 500 companies as well as small businesses.

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How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales By Randy Schwantz Bibliography

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Editorial Review

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Traditional sales methods focus on the relationship between the salesperson and his or her prospect; the problem is that someone probably already has the account and the advantage of the last look. Schwantz, president and CEO of the Wedge Group, formulated a selling system that tackles the challenge of breaking the prospect's relationship with the current provider. He presents a series of questions that allow clients to reveal current dissatisfactions while you remain neutral. The goal is to prompt the prospect to come up with solutions and invite you to solve them, rather than the other way around. The Wedge addresses a delicate question, which is key to succeeding: If you really want me to be your new rep, how are you going to handle firing your old one? According to Schwantz, if you are confident that the prospect is willing to fire your competition, you've most likely won the account. Because it is a nonintuitive way of selling, implementing it will involve some discomfort at first. *David Siegfried*

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Review

Next time you sit down for a sales presentation with a new prospect, realize that a third party is looking over your shoulder: your competition. How can you get rid of them? Sales consultant Randy Schwantz provides an answer in *How to Get Your Competition Fired (Without Saying Anything Bad About Them)*. Schwantz's sales process, which he dubs "The Wedge," promises to reliably unseat entrenched suppliers and make their customers yours. Starting with proposing an ideal picture your competition is unlikely to meet, Schwantz reveals a subtle yet simple process for getting prospects to practically demand to buy from you. (*Entrepreneur Magazine*, May 2005)

From the Inside Flap

Selling is a tough business. Not only must you be great at finding new prospects, communicating effectively, and building relationships—you had better be great at busting relationships. Too often the biggest challenge in winning new business is the incumbent who already has the account. That person will leverage the relationship, get the last look, and match your deal.

This book shows salespeople like you how to solve a major problem that traditional selling doesn't—how to get the competition fired to win new business.

What if you had a way to get your prospects to see how they are being underserved without saying anything bad about your rivals, and to see that you are a better choice without your having to "sell" your prospects? What would that do to shorten the time it takes you to win new accounts?

How to Get Your Competition Fired is based on Randy Schwantz's revolutionary Wedge® methodology, a unique selling strategy that helps you win new business by driving a wedge between your prospect and the incumbent—busting the relationship and opening the door for you.

The Wedge strategy begins before the sales call, with a proven research technique that helps you find the strongest possible competitive advantage over the incumbent and the most powerful way to express it. This step-by-step reinvention of the sales call, with simple dialogue and proven tactics, is the result of Schwantz's thousands of hours spent working with salespeople from successful companies around the world.

More than just concepts, these are no-nonsense, easy-to-understand tactics that you can employ immediately.

The Wedge is not an alternative to Selling 101 and what you already know. It's the most advanced system developed to get your competition fired and help you win new business. Packed with anecdotes, real-world examples, and checklists, How to Get Your Competition Fired is an indispensable tool for anyone who sells, or manages salespeople.

Users Review

From reader reviews:

Daniel Cadena:

The book How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales gives you the sense of being enjoy for your spare time. You can utilize to make your capable a lot more increase. Book can to get your best friend when you getting tension or having big problem together with your subject. If you can make examining a book How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales to become your habit, you can get far more advantages, like add your capable, increase your knowledge about many or all subjects. You can know everything if you like wide open and read a guide How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales. Kinds of book are a lot of. It means that, science book or encyclopedia or other folks. So , how do you think about this book?

Stephanie Gilley:

Reading a publication tends to be new life style on this era globalization. With reading you can get a lot of information that may give you benefit in your life. Along with book everyone in this world can easily share their idea. Publications can also inspire a lot of people. Many author can inspire their very own reader with their story as well as their experience. Not only the storyline that share in the textbooks. But also they write about the ability about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors these days always try to improve their talent in writing, they also doing some exploration before they write to the book. One of them is this How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales.

Larry Strickland:

Do you have something that you prefer such as book? The guide lovers usually prefer to decide on book like comic, brief story and the biggest some may be novel. Now, why not hoping How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales that give your fun preference will be satisfied by reading this book. Reading practice all over the world can be said as the opportunity for people to know world considerably better then how they react towards the world. It can't be claimed constantly that reading routine only for the geeky particular person but for all of you who wants to always be success person. So , for all you who want to start reading as your good habit, you can pick How to Get Your Competition Fired (Without Saying Anything Bad About Them): Using The Wedge to Increase Your Sales become your own starter.

Kari Hughes:

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