



BREAKING COMPETITIVE ACCOUNTS

“ BCA training turned average salespeople into superstars! ”

Dave H., Sales Manager
AT&T Commercial Markets



GROWING MARKETSHARE

Capturing a competitively held account is one of the more challenging aspects of professional selling. If the prospect feels that the current vendor is doing a good job, it can be difficult just to get a foot in the door.

CUSTOMIZED TRAINING

BCA customized training teaches salespeople how to develop and execute highly effective sales campaigns selling their own products and services against their toughest competitors. Training participants also learn how to use specialized sales tactics to get a foot in the door, build sales momentum quickly, and close the business at healthy margins with significantly higher win rates.

A few BCA-trained sales teams



AI- POWERED

Our **BCA**-trained AI tool produces a detailed Strategic Sales Plan in seconds with minimal input from the salesperson. During the sales cycle, the salesperson can make an infinite number of changes and inputs to the Sales Plan. The AI tool will instantly react by adjusting the Sales Plan as required to maintain the highest probability of success.

“ Thanks to BCA training we’ve seen a record increase for twelve consecutive months over the previous year! ”

Matt G., EVP
Garratt-Callahan

“ I’m delighted with our market share statistics which confirm the success of your BCA training for our sales team. ”

Richard M., GM
Marubeni Corporation

FOR MORE INFORMATION AND TO SCHEDULE A DEMO
CALL OR EMAIL: info@skipnormand.com

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 www.breakingcompetitiveaccounts.com

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