

Score Business Workshop Course Details

Please see the [Workshop Calendar](#) for Dates & Times

Course Title	Typical Length
Competing & Winning	3 ½ hours

Typically Recommended For

Planning & Evaluation	Inception & Start Up	Operating Businesses
		yes

Short Description
<p>Customer expectations - how well you meet them Relative strengths and weaknesses of your major competitors Knowing Yourself and Overcoming competitors by strengthening the value you deliver</p>

Detailed Course Description

A workshop for those who have been in business for at least two years

A detailed look at customer expectations, how well you meet them, and the relative strengths and weaknesses of your major competitors. You will learn how to fight the right competitive battles and how to avoid the wrong battles.

Learn about the power of the whole product experience and how to answer questions like:

1. What do customers find important in their decision making?
2. Just how important is each factor?
3. How well do you and your competitors measure up?
4. How to capitalize on strengths and make them weapons?
5. How do you deal with your vulnerabilities?



Instructor Information

Griff Lindell, C.B.C. (Certified Business Communicator)

For more than 25 years, Griff has managed various sales, marketing and strategy functions to established, reorganizing and emerging companies that have included a mix of the Fortune 500 companies and start-ups in industries such as publishing, high-speed motion analysis, civil engineering, manufacturing, service providers and consulting firms. As a consummate learner and teacher, Griff has taught sales and marketing courses and authored articles on sales, marketing, management and leadership.

Recommended Background or Prerequisites

None required.