

# SALES SUCCESS WORKSHEET

## SELLING AGAINST YOUR COMPETITION

I listened to *“Selling Against Your Competition.”*

- What organizations, civilian and military, provide your greatest competition? Why?

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- What do you say when an applicant tells you the “price” of joining the Air Force Reserve is too high?

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- What do you say when an applicant tells you the “cost” of joining the Air Force Reserve is too high?

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- What are some of the ways you differentiate yourself and the Air Force Reserve from your competition?

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- Bring this worksheet to the next training meeting and be prepared to discuss your answers.