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Presentation title: The Strategies & Tactics for Selling a Decisive Competitive Edge

The vast majority of benefit from a TOC implementation comes when sales increase. Over the years, there have been many presentations on creating win-win offers using TOC, but no company should rely on the “build it and they will come” as its approach to increasing sales. This presentation will answer the following questions through examples from several Viable Vision implementations, supplemented with specific steps from Strategy and Tactics trees.

- What is the difference between a Competitive Advantage and Decisive Competitive Edge?
- How are a Standard Offer, a Mafia Offer, and an offer based on a Decisive Competitive Edge different from each other?
- What are the paradigm shifts that salespeople must make in order to be effective in selling an offer based on a Decisive Competitive Edge?
- How are the Layers of Resistance (Layers of Buy-In) used in an effective process to
 - Close deals with an offer based on a Decisive Competitive Edge?
 - Turn customers into clients?
- What steps must a company take in order to equip its sales force to effectively sell an offer based on a Decisive Competitive Edge?

Lisa Scheinkopf is a Director of Goldratt Consulting, and is recognized worldwide as a leading Theory of Constraints (TOC) authority. Lisa worked with Dr. Eliyahu Goldratt in developing the TOC Thinking Processes and is the author of the definitive TOC reference, *Thinking for a Change: Putting the TOC Thinking Processes to Use* (St. Lucie Press, 1999). Her articles have been published in a variety of industry and professional publications, and she has a long history of public speaking on TOC. With over 25 years management and consulting experience, Lisa is a past Board Member and Chairperson of TOCICO, and has an MBA in International Management from the Thunderbird School of Global Management.

