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During this week's internship at the WMCA I continued focusing my efforts to learn more about the sales world, especially because I feel that last week I learned so much by watching how they work and communicate to each other in the meeting. Also watching Jerry, I could see what is expected from a sales person in general, and how their job is very focus on techniques and strategies. This week I would say that what I most learned was both learning about the importance of having competition insight and sales technique.

I learned that competition insights are essential for any business to remain competitive and successful in their industry. Understanding the competition can help a business identify gaps in the market and capitalize on unique opportunities to differentiate their products or services. In this essay, I will explore the importance of competition insights and some strategies that can be employed to achieve this goal. Firstly, having a deep understanding of your competition can help you identify gaps in the market that your business can capitalize on. By analyzing your competitors' offerings, you can identify areas where they may be falling short and develop products or services that address these gaps. This can help your business differentiate itself from competitors and capture market share.

Another important aspect of competition insights is identifying the strengths and weaknesses of your competitors. By understanding their strengths, you can identify potential areas for improvement in your own business, while understanding their weaknesses can help you identify potential opportunities to capitalize on. This can involve conducting competitive research, analyzing customer reviews, and monitoring industry trends. It is also important to

understand how your business stacks up against the competition. By conducting a SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats), you can identify areas where your business excels and areas where improvements can be made. This can help you develop a strategy that leverages your strengths while addressing potential weaknesses. Finally, competition insights should be incorporated into the business strategy itself. This can involve developing a marketing strategy that positions your business as a superior alternative to competitors, developing unique product features that differentiate your products or services from competitors, or even acquiring competitors to expand market share. competition insights are a crucial component of a successful business strategy.

Additionally, I learned that sales techniques are the strategies and tactics that businesses use to sell their products or services to potential customers. The goal of sales techniques is to persuade the customer to make a purchase and build a long-term relationship with them. In this essay, I will explore some common sales techniques and how they can be used to increase sales. The first sales technique is to focus on the customer's needs. This involves listening carefully to the customer and understanding their requirements. By doing so, businesses can tailor their sales pitch to meet the customer's specific needs, which can increase the chances of making a sale. This technique involves asking questions and actively listening to the customer's responses. Another common sales technique is to build rapport with the customer. Building rapport involves establishing a connection with the customer, which can help to build trust and increase the chances of making a sale. This technique can involve using humor, finding common ground with the customer, and actively engaging with them. The third sales technique is to use social proof. Social proof involves using testimonials, case studies, and customer reviews to

demonstrate the value of the product or service. By doing so, businesses can build credibility and trust with potential customers, which can increase the chances of making a sale.

In conclusion, this week at WMCA was really insightful, and I could learn a lot of new aspects of an area that I am every time being more attracted towards, and this internship is really part of the influence.