

# TRAINING IN A BOX

Acumen in Action



## LESSON #10: COMPETING TO WIN

Go beyond adequate to exceptional when it comes to fighting for customers and beating the competition.

### ANSWER THE FOLLOWING QUESTIONS AS A TEAM:

1. What key business driver did our competitor focus on the most? How is that similar or different to our company's focus?
2. How do our "station wagons" and "minivans" compare to our competitors?
3. Do we have good ideas (minivan ideas) that we're not seeing or that we're fearful of trying?

### QUEST:

Listen to a competitor's earnings call. Set a goal to listen to a competitor's earnings call each quarter when you listen to your own company's call (if you're a public company). When are the dates for the upcoming earnings calls?