

Carew International Releases Guidance on Selling Against Incumbents in Paper, Packaging & Forestry

Carew International releases sales training guidance for paper, packaging, and forestry companies competing against entrenched incumbent suppliers.

CINCINNATI, OH, UNITED STATES, August 6, 2026 /EINPresswire.com/ -- Incumbency runs deep in

“

Paper, packaging, and forestry sales teams are competing in a market where the product often looks the same as the competitor's and the incumbent provider has had the relationship for years.”

Scott Stiver, Chief Sales Officer, Carew International

the paper, packaging, and forestry industry. Buyers often stay with the same supplier for years, products like containerboard, kraft and specialty papers, and corrugated and flexible packaging are frequently viewed as interchangeable and switching carries real operational risk for the customer. [Carew International](#), a B2B sales and leadership training company with more than 50 years of experience, has released new sales training guidance addressing how sales professionals in this industry compete for business under those conditions.

"Paper, packaging, and forestry sales teams are competing in a market where the product often looks the same as the

competitor's and the incumbent provider has had the relationship for years. The organizations that win are the ones whose sales teams can build a real business case for every stakeholder in the room and have a well thought out strategy for displacing competition or protecting an incumbent position. That's exactly what we built this resource to help sales leaders in this industry do." - Scott Stiver, Chief Sales Officer, Carew International.

The guidance addresses three connected challenges. Purchases in this industry increasingly involve procurement, packaging engineers, plant operations, and a sustainability or ESG stakeholder, each weighing a decision differently, often through formal RFQ or RFP processes. Commodity pricing pressure pushes many of those conversations toward price alone when products aren't clearly differentiated. And long-standing supplier relationships mean new entrants face a deliberate effort to break in, while current suppliers face an equally deliberate effort to be displaced. Carew's resource covers selling value in a commodity-driven market, winning business from entrenched incumbent suppliers, and coaching sales teams to sustain those skills over time, alongside answers to the questions sales leaders in this industry ask

most.

Carew has worked with companies across packaging materials, containerboard, specialty paper, and forestry products for decades, building consultative selling skills through its flagship Dimensions of Professional Selling program alongside training in sales leadership, strategic account growth, and prospecting.

The full resource is available at <https://www.carew.com/paper-packaging-forestry-sales-training/>.

Anna Luther

Carew International

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

[X](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/932255178>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.