


Differentiation

□ What Is Differentiation

Differentiation is leveraging a set of attributes to create a compelling and distinctive selling advantage




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Differentiation

□ What's Your Differentiation Position?


- **Price**
 - *We will not be undersold*
- **Guarantee or Promise**
 - *When it absolutely has to be there overnight*
- **Reliability**
 - *99.9% uptime*
- **Availability**
 - *Open 24 hours a day, 7 days a week*
- **Process**
 - *Your money back – no questions asked*



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Differentiation

Why Can't Service Be A Differentiator?




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Differentiation

□ Why Can't Service Be A Differentiator?


- 3 Key Reasons
 - Service is subjective
 - Service is not easily replicated
 - Service is not easily measured

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Differentiation

□ What's Your Differentiation Position?


- Questions to consider . . .
 - Is it feasible for you to use _____ as a differentiator?
 - Do you know what your competitors' _____ claims are?
 - What market segments are interested in _____ as a differentiator?

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Differentiation

□ Creating A Meaningful Differentiation Position


- What's happening in your industry?
- What's being overdone or overused?
- How competitive is your industry?
- What's missing in your industry?
- What are prospects *really* saying?
- Are you adding value or adding cost?
- Are you *selling a service* or *solving a problem*?

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Differentiation

❑ Creating A Meaningful Differentiation Position

- Have a clearly defined niche
- Understand the nuances of each of your market segments
- Look outside of your industry
- Conduct periodic market research
- Do what works, ditch what doesn't

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How To Contact Me:

Olalah Njenga
YellowWood Group

Phone:
919.783.4101

Email:
onjenga@yellowwoodgroup.com

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