

Differentiation Worksheet

- What are all the benefits of doing business with your company. Ask employees, customers, friends, family, vendors, suppliers and sub-contractors their opinions. Then organize your responses along these lines:
 - 1) Which elements are unique or distinctive relative to your competitors?
 - 2) Which elements are most valued by your customers? Rank order. Answer how you know this.
 - 3) Which elements are the most difficult for your competitors to imitate?
 - 4) Which elements can most easily be communicated to your marketplace?

Outcome

- 1) My product/service offers the following benefits:
 - A. To these customer types:
- 2) My product/service is distinctive in the following ways:
 - A. Supporting evidence or proof: