

What makes you unique?

Exercise #1

List your 3 biggest competitors.

1.

2.

3.

What do they do well?

What do they do poorly?

What would the average person say about each of these competitors?

What is “unique” about them?

What can they do that you can't?

Where are they located in comparison to you and your potential market place?

Describe the perceived standards of customer service in your industry.

Describe the perceived standards of technology in your industry.

Describe the perceived standards in sales and marketing in your industry.

How does your business compare to these industry standards?

Customer Service

Technology

Sales and Marketing

Exercise #2

What are 4 reasons your customers come to you rather than to your competitors?

1.

2.

3.

4.

In what 4 ways are you different from your competitors?

1.

2.

3.

4.

Are there things about your business that you take for granted, yet your customers don't know about?