

Exton Region Chamber of Commerce

---

# Differentiating Your Company, Service, or Product

Denise M. Dunckley  
President  
Striking Changes, LLC



[www.strikingchanges.com](http://www.strikingchanges.com)

# What is Differentiation?

---

---

- Articulating the **UNIQUE** qualities you or your products offer to the marketplace
- And it's more "Quicker, Cheaper, Better" -- (everyone says that!)
- It's about improving your impact



# Great Quote!

---

- *“A company's ignorance of its own strongest qualities can sink it, -- and identifying those strengths is not easy.”*

Jonathan Gaw

IDC, Research Manager



# Five Steps to Successful Differentiation

---

1. Articulating Your Company, Service, or Product
2. Understanding Your Target Audience or Customers
3. Picking Your Strengths
4. Developing Your Positioning Statement
5. Proving IT!



# Articulating Your Company, Service, or Product

---

- Ask yourself the tough questions
  - Why is my company better?
  - How is my company better?
  - What do my customers say about me?
  - Why would I buy my own products?
  - What is my greatest asset?



# Understanding Your Target Audience

---

- How do they buy?
  - In person, on-line, direct mail
- Why do they buy?
  - Because I am solving a problem or providing a necessity
- When do they buy?
  - Every week, once a month, once a year
- Are my customers “one-time” or “repeat” buyers?
- Are my customers buying on impulse or after careful consideration?



# Picking Your Strengths

---

- Remember, you can't be all things to all people.
- As a society, and as a world, we are inundated with information. The statistics are staggering.
  - “You have to select the material that has the best chance of getting through.”
    - » Positioning: The Battle for Your Mind
    - » Al Ries and Jack Trout
- Target your message – keep it simple.



# Picking Your Strengths

---

- Define yourself in tangible attributes
- Quantitative measures
  - Speed, accuracy, price, amount
- Qualitative measures
  - Harder to identify... so, think in terms of experience, expertise, inherent traits



# Developing Your Positioning Statement

---

- Once you've identified your strength -- in one phrase or less – encapsulate your message
- Less is more!
  - QVC – “Quality, Value and Convenience”
  - StateFarm – “Like a good neighbor, StateFarm is there.”



# Fast Food Chains – Quick Identification

---

- Wendy's Restaurants
- Burger King
- Dominos Pizza
- Subway
- Boston Market



# Products – Highly Competitive

---

- Listerine
- Aquafresh
- Bounty Paper Towels
- Hallmark Cards
- Saturn
- Volvo
- Ooops! Coke



# Add Value or Redefine Your Services

---

- Progressive Insurance
- Enterprise Rental Car
- H&R Block
- Saturn



# Prove IT!

---

- Be Credible -- put your name on it!
- Offer a guarantee
- Supply an incentive
- Customers speak volumes



# Don't be afraid to try something new...

---

- Partnerships are a great way to help differentiate and promote your company
  - If you're Welch's Grape Jelly – call up Skippy Peanut Butter. Ask yourself how you might be able to offer a superior product by partnering with someone who can add to the quality of your product.



# And, do a competitive analysis!

---

---

- If you are having difficulty articulating your own differentiators... check out your competitors.
- What are they saying about themselves? How are they approaching their customers? What are their strengths?



# And above all – be creative!

---



[www.strikingchanges.com](http://www.strikingchanges.com)