

COMPETITIVE DISTINCTION CHEATSHEET

How to define what differentiates your printing business from all the competition in your market

Objective:

Create a list of statements that you can use in your marketing and sales conversations to show clearly why you are different from other choices available to your prospect/customer, and why you are the obvious best choice for their needs.

Method:

- 1 - Identify as many points of difference as possible. Think of advantages you offer in your business as compared with any and all competitive options.
- 2 - Consider these differences from the point of view of your ideal customer. If you can identify separate segments of customers with different priorities and needs, repeat the exercise for each group.
- 3 - Prioritize and refine - select the strongest, most compelling, most valuable points of difference to your customers, fine tune the language to make sure each one appeals to the customers you have in mind, in language they would use themselves.
- 4 - Bonus - Ask your existing customers why they choose you.

Starting Points:

Built-in Points of Difference

Our marketing services and materials are created with positioning our client businesses in mind.

For example, using our marketing programs involves publishing helpful, entertaining information, which positions you as friendly, helpful, authoritative, expert, interested in your customers' success, locally based and involved, community oriented.

These attributes may not be unique, but together are strong differentiators for our member businesses in their individual markets.

- What similar qualities can you identify?

What You Do

- You can assume your products and services are not unique.
- You can assume high quality and creativity are widely available.
- Even so, do you offer any unusual capabilities in your market?
- What are the real benefits you deliver?
- What problems do you solve that no one else does?
- What do you "get done" for your customers?
- What do you take off their plates?
- What's different or unusual about your workflow?
- What's unique about your company culture?

The Experience You Deliver

- What do you do to make the experience of working with you more pleasant?
- Less stressful?
- More predictable?
- More certain?
- Easier?

- What's unique to your place of business?
- What's unique to your people?
- What do you do to make people glad they do business with you?
- What personalities/animals/environments are part of your customers' experience?

What You Prevent

- What unpleasant or unexpected issues do you help your customers avoid?
- Consequences, costs, outcomes, processes, headaches?

Quantifiable Details

• Time Frame:

- Do you deliver any benefit within or over a specific time frame?
- Does your offering have a minimum lifespan, favorable guarantee period, payback horizon?
- Do you save your customers quantifiable time?

• Economic Value:

- Do you deliver any benefit with a specific economic value?
- Savings?
- Revenue?
- Cost avoidance?

Next Steps:

For a great way to let print buyers in your area know what makes you their best choice for printing, check out these powerful marketing resources.

The Ultimate Marketing Newsletter for Printers: pressreadymarketing.com/go/?umnp1

The Printer's Content Marketing Kit: pressreadymarketing.com/go/?cmk1

Guarantees:

- What do you guarantee to your customers that no one else does?

Bear In Mind

- Look in particular for things that no one else in your market does, or you do differently, and things that are valued, enjoyed, or are meaningful for your customers.
- Any ideas that you can connect with an economic value or time savings are especially useful.
- Keep your answers in mind as you prepare all your marketing messages, and if you use our marketing material, look for ways to customize the content to include your differentiating qualities.