

Top Competitive Value

Step 1:

Make a list of all of your competitors. Remember that “do nothing”, and “do-it-yourself” are competing options and so are solutions from entirely different industries.

For example: A swimming pool company might be competing with other pool companies, hot tubs, sunrooms or backyard renovations, a country club membership, vacation dollars, buying a boat and/or even a second home.

Who are your top competitors?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____

Step 2:

This is where you must begin to emphasize the real value of having their needs met through you. You must answer the question: “Why should I choose you over anything or anyone else?” Speak to their needs and their motivations to create a list that communicates real value.

Tip:

Look for ways to create even more value to your solution. Could you do that through a guarantee, certification, or unique positioning statement like “the area’s only...”?

Value: What sets your solution apart?

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____

Circle the BIGGEST and BEST reason.