



Establishing Your Competitive Advantage

It is often very difficult for business owners to define and communicate why a client should use their products and services rather than those of their competitors.

Whatever you must do to establish this advantage – and whatever steps you must take to do so – **make** this investment in the success of your business.

It is never necessary to belittle the product or services of another – a process known as “ghosting.” Nor is it necessary to have an intimate knowledge of the goods and business practices of all of your competitors.

Instead, use due diligence to collect the most accurate competitor information you can, and determine which of the following competitive statements below relates to your business situation.

I offer products/services:

- That are of higher quality than those offered by my competitors for the same or a very similar price.
- In a more timely manner than my competitors for the same or a very similar price.
- That are less expensive than comparable products and services offered by my competitors.
- That are comparable to my competitors – but I offer them in greater quantity for the same or a very similar price.
- That give the client “value added” features for the same or a very similar price.

Each of these statements has many different dimensions – and it is possible that your products and services address two or more of them. It’s unlikely that you will discover and document your competitive advantages perfectly at the start of this process. Work incrementally, changing your copy and focus as necessary to showcase your offerings in the best light.

Would you like some assistance establishing your competitive advantage? Please feel free to contact me to schedule a free, no-obligation consultation.