

Activity 28-A
**Showing the Customer How Your Offer Is Either:
Better, Faster, More Cost Effective or Different
Than Anything Else in The Market Place**

ORGANIZATION: In a team take four cards from a stack of blank index cards and label one each with the four differentiators (Better/Faster/Different/Cost Effective [cheaper]). In a team brainstorm as many responses on each card as you can as you feel it relates to the organization you represent in the market place when compared to the competition.

Debrief as a large group the number of responses each had for each of the four cards and discuss some of those responses to ensure that what you have, are truly unique to you and that the competition couldn't say the same thing(s).

PRODUCT/SERVICE: _____.

In a team take four cards from a stack of blank index cards and label one each with the four differentiators (Better/Faster/Different/Cost Effective [cheaper]). In a team brainstorm as many responses on each card as you can as you feel it relates to that product/service you represent in the market place when compared to the competition.

Debrief as a large group the number of responses each had for each of the four cards and discuss some of those responses to ensure that what you have, are truly unique to you and that the competition couldn't say the same thing(s).

Activity 28-B
**Showing the Customer How Your Offer Is Either:
Better, Faster, More Cost Effective or Different
Than Anything Else in The Market Place**

ORGANIZATION: In a team take the four cards that you have filled out and labeled with the four differentiators (Better/Faster/Different/Cost Effective [cheaper]). In a team, role-play using those statements in a conversational way with a hypothetical prospect/customer to see how to use those four factors.

Debrief as a large group the number of responses each had for each of the four cards and discuss some of those responses to ensure that what you have, are truly unique to you and that the competition couldn't say the same thing(s).

PRODUCT/SERVICE: _____.

In a team take the four cards that you have filled out and labeled with the four differentiators (Better/Faster/Different/Cost Effective [cheaper]). In a team, role-play using those statements in a conversational way with a hypothetical prospect/customer to see how to use those four factors.

Debrief as a large group the number of responses each had for each of the four cards and discuss some of those responses to ensure that what you have, are truly unique to you and that the competition couldn't say the same thing(s).