



Application Checklist

Marketing Differentiation Strategy Technique: Using Unlike Statements[™] To Separate Yourself From Competition

Step 1: If you haven't already watched this video, please do so now!

Identify areas where your company is different than your						
competition. It may help to:						
Analyze customer needs to find unmet needs						
Analyze your competition to identify weaknesses						
Analyze your business to identify differences versus your						
competition upon which you can capitalize						
Analyze <u>customer unmet needs</u> - how can you better						
fulfill them?						
Convert the differences between you and your competition using						
Unlike Statements TM						
Identify an Unlike Statement TM phrase for each major customer						
objection						
Create selling scripts using Unlike Statements TTM						
Train your staff how and when to properly use Unlike						
Statements TM in customer interactions						



Worksheet

Marketing Differentiation Strategy Technique: Using Unlike StatementsTM To Separate Yourself From Competition

Step 1: Identify areas where you are different in positive ways than your competition and how each could benefit your customers

How that benefits our customers
Don't have to worry - everything done right

Note: these differences can be based on anything. Consider how you're different in: service, quality, number of products carried, hours of operation, number of locations, number of staff, guarantees, training, pricing, repair capabilities, companies represented, client list, past results and case studies, etc.

If you're having problems identifying ways, think about what your customer wants most but isn't able to find – how could you fulfill those needs?

Also, note that you don't have to be different than every competitor for an Unlike StatementTM to be able to make the statement, you only need one!



Step 2: Convert the differences between you and your competition into at least 5 Unlike Statements[™]

Unlike	Competitor Statement	we	What you do	Benefit Provided
UnliKe	other pizza restaurants that save money by using artificial processed	we	use only real Wisconsin cheese	so your pizza tastes great!
	cheese			

Examples:

Unlike other phone companies that limit the number of texts you can send each month, we offer unlimited texting in all our plans, so you never have to be concerned with going over budget

Unlike other social media experts that teach unproven techniques, we test every strategy we recommend to ensure that it will make you money and build your business

Unlike other doctor's offices that close at 5:00 each day, we stay open 2417 so there's always someone there to help your family when you need it.

Unlike other companies that only carry one or two brands, we offer the widest selection of products in the area.