



Don Crowther's

Business Growth System™

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 <u>customer needs</u> to find unmet needs
	Analyze <u>your competition</u> to identify weaknesses
	Analyze <u>your business</u> 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™
	Identify an Unlike Statement™ phrase for each major customer objection
	Create selling scripts using Unlike Statements™
	Train your staff how and when to properly use Unlike Statements™ in customer interactions



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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 cheese	we	use only real Wisconsin cheese	so your pizza tastes great!

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 24/7 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.