

What's Your Competitive Edge?



Turn More Ideas into Opportunities

Topics

- Competitive Positioning
- The Law of the Ladder
- Are You a Penguin or a Pink Flamingo?
- Defining Your Differentiation
- Presenting Your Competitive Edge
 - Your 3 Words
 - Your Unlike Statement

First, let's do this...

- Make a list of your main competitors – no more than 3....
- How well do you know them?
- If you can, write down a few bullet points about each one.

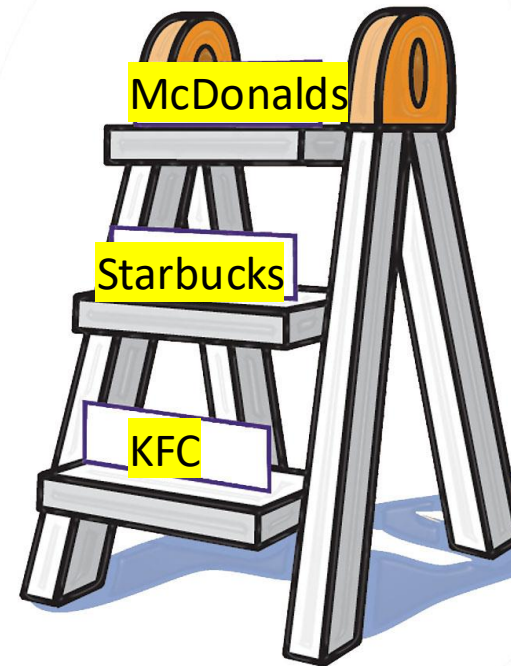


Competitive Positioning

“Being a master of everything makes you a master of none.”

The Law of the Ladder

In any market, the market leaders occupy the top 3 rungs of the ladder – and the majority of the market share



Chipotle
Subway
Dominos
Dunkin
Burger King
Taco Bell
Chick-fil-A
....

Step 1: You Need to Gather Data:

Walk in Your Competitor's Shoes

Answer these five questions to gather insights about your competitors beyond performance factors.

- 1. Who are the target customers for each of your competitors?**
- 2. Who are their highest profile customers?**
- 3. What does each competitor claim as their competitive edge?**
- 4. What is the price of each of their products?**
- 5. What do you know about their future plans?**

Build a Competitive Matrix....

The Competitive Matrix Tool

Profile Your Competitive Landscape

1. Use this chart to capture performance factors about your direct competition.
2. List the factors and competitors in order of perceived importance.

Factor	Competitor	Competitor	Competitor	Competitor	You
1.					
2.					
3.					
4.					
5.					
Price					
Key Claim					
NOTES:					
<hr/>					
<hr/>					
<hr/>					
<hr/>					

How Do You Stand Apart from Your Competitors?

Are you a Penguin or a
Pink Flamingo?

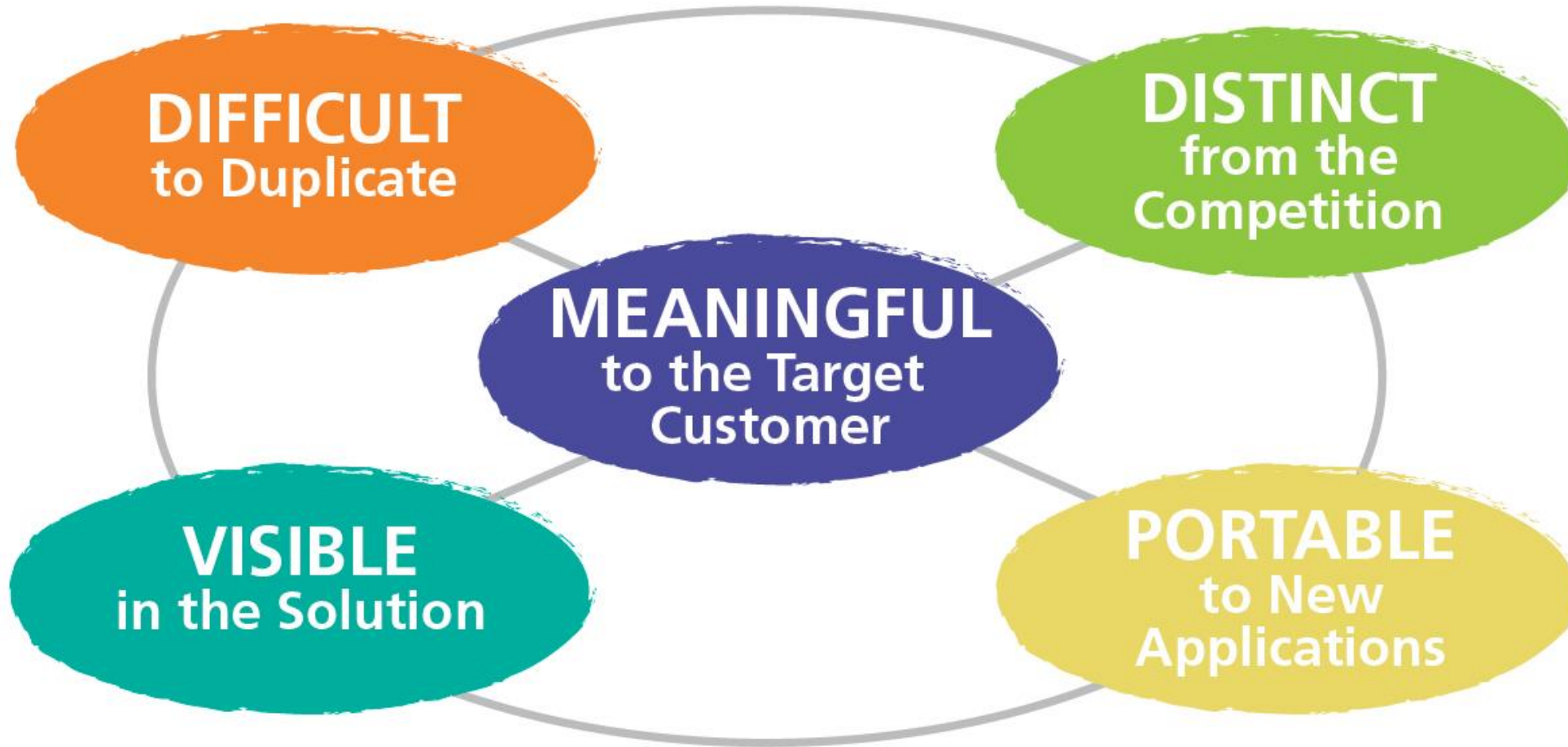


Examples of Strong Differentiators

- Chick-Fil-A : Customer service and company culture
- Starbucks : Premium coffee experience and "third place" concept
- Amazon : Innovative logistics and inventory management
- Local Physiotherapy Clinic : specializes in latest innovative therapy techniques
- **Professional Services** : having staff with specific credentials or specializing in clients of a particular size with specific business challenges



A SUSTAINABLE DIFFERENTIATOR IS . . .



Designing Your Differentiator

Some Options

1. **Product innovation** – core to the product design – i.e. NVIDIA, Tesla, Apple
2. **Customer Relationships** – commitment to go above and beyond – ALWAYS – i.e. 4 Seasons Hotels, Zappos Shoes,
3. **Operational Efficiency** – logistics, inventory, service delivery – i.e. Amazon
4. **Cost Leadership and Scale** – i.e. Costco, Walmart
5. **Service Quality** – i.e. Disney
6. **Business Model** – new and innovative ways to deliver products and services. i.e. Uber, AirBNB, Ikea, Netflix



Let's Try It....




Communicate Your Competitive Edge

Your 3 Words

What do you stand for...



Message Board

WORD #1 	WORD #2 	WORD #3 



Unlike statement:

- Unlike....., we offer....
- Unlike Starbucks, we offer coffee that is sustainably grown and harvested with....
- Unlike McDonalds, we specialize in chicken with super-fast delivery in a friendly manner

Summary Checklist:

- ✓ Start by gathering data – Build a competitive matrix
- ✓ Define your differentiator – your edge
 - ✓ Look for that something that lets you stand out from the competition
- ✓ Commit to “Your Three Words”
- ✓ Create a Message Board
- ✓ Write Your Unlike Statement
- ✓ Weave your differentiator into your business operations.

Remember, differentiators take work and investment to maintain

If you don't, others will duplicate and steal your differentiator

Thank You.

