DIFFERENTIATION

What are you ALREADY doing that can set you apart from your competitors?



AmpliPh

spencerXsmith



Speaking at the New York Stock Exchange - Sep 2017

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OUR COMPANY

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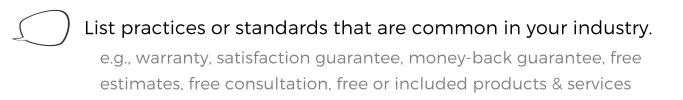


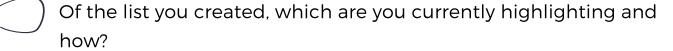
AmpliPhi, we build business generation systems through social media & digital marketing AND help At AmpliPhi, we build business generation systems develop the human beings who operate them.

THE WORKSHEET

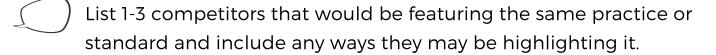
GREAT FOR SOLO BRAINSTORMING OR TEAM WHITEBOARD EXERCISES

CURRENT STATE PROCESS





What marketing materials (if any) highlight this practice? Is it small print on a form or front & center in your "why choose us" messaging?



FUTURE STATE PROCESS



Pick one of these standards and "plus it" (make it better).

e.g., extend the warranty, no-questions asked satisfaction guarantee, double-your-money-back guarantee, free exchange or loaner, etc.



How to do this:

What practice or standard will you be focusing on?

How can you talk about it differently than your competitors?

How can you make it stand out?

What will your name it, or does it just make sense to talk about it?

How do you communicate the campaign to your staff?

How will you share it with your audience?