

DIFFERENTIATION

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





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CONTACT ME

spencerXsmith
(608) 616-0401
spencerXsmith.com

SOCIAL MEDIA - CLICK/TAP TO VISIT

TWITTER

@spencerXsays

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spencerXsmith

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spencerXsmith

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spencerXsmith

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spencerXsmith

OUR COMPANY

AMPLIPHI, LLC

6310 Woodington Way
Madison, WI 53711
(608) 571-4944
ampliphibiz.com



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

THE WORKSHEET

GREAT FOR SOLO BRAINSTORMING OR TEAM WHITEBOARD EXERCISES

CURRENT STATE PROCESS



List practices or standards that are common in your industry.

e.g., warranty, satisfaction guarantee, money-back guarantee, free estimates, free consultation, free or included products & services



Of the list you created, which are you currently highlighting and how?

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



List 1-3 competitors that would be featuring the same practice or standard and include any ways they may be highlighting it.

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 you 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?