

COMPETITOR ANALYSIS WORKSHEET



STUDY THE COMPETITION

Prospects often ask about competing businesses. Your answers to those questions could help you sell your product or service. Your attitude toward the competition is important. Always avoid criticising them because doing so will only make you look unprofessional. And make sure you get your facts straight so that you remain credible. Indeed, it's often best to avoid referring to the competition cus away from them and squarely on your business and how you can help. Provide value every step of the way when dealing with prospects by offering great service and additional information, knowledge, or consulting. This can often neutralise a competitor's proposal.

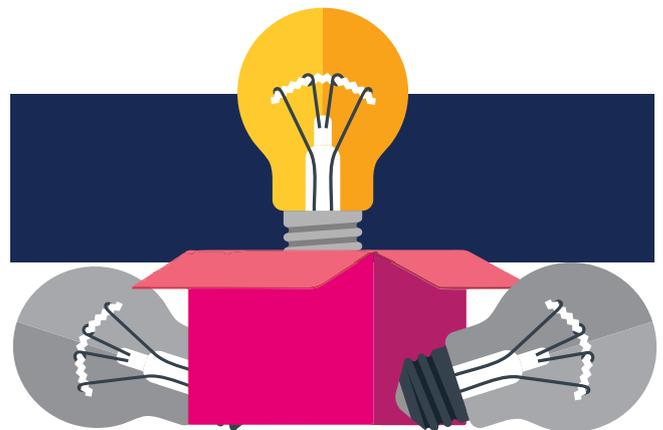


Here's what I suggest you do to study the competition. Start by doing an Internet search using keywords that your prospects would use to find solutions to their problems.

There's a great online tool called Google Insights. Just type in certain keywords and it will display the current top search terms along with keywords that are rising in popularity as search terms on the Internet.

Once you have found your competition, visit the websites of five or ten of the most relevant search results and grab your pen and paper.

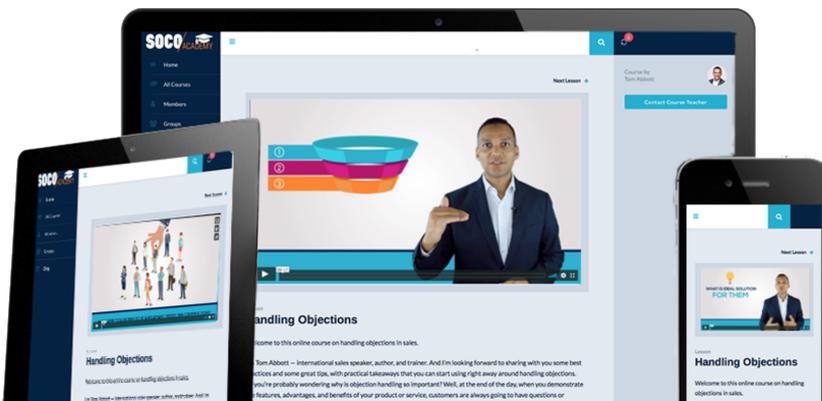
Start noting areas of specialty, products and services offered, how those products and services are delivered, pricing and so on. What does your competition do better and differently than you? What do you do better and differently than your competition? Remember, only by studying your competitors can you determine if they have an advantage or disadvantage.



IDENTIFY WHAT MAKES YOU BETTER THAN THE COMPETITION

DIFFERENTIATION DOMINANCE

CERTIFICATION COURSE



What's Included With Your Differentiation Dominance Course

- ✓ Over 12 training videos
- ✓ 7 Downloadable worksheets, cheat sheets and guides
- ✓ Access to an online forum to share ideas and network
- ✓ 12 months unlimited email support
- ✓ Certificate upon completion



STAND OUT, BE DIFFERENT, CLOSE MORE DEALS



Understand the
Competition



Stand Apart
From Competitors



Communicate
Your USP