



**Think You Know Your Company's
Competitive Advantage?
*Think Again!***



August 7, 2014
Bellagio Hotel
Las Vegas, NV

Presented by
Jaynie L. Smith

Smart Advantage, Inc.

954-763-5757

www.SmartAdvantage.com

JSmith@SmartAdvantage.com



JAYNIE L. SMITH

CEO, AUTHOR, CONSULTANT, SPEAKER

Smart Advantage, Inc. (954) 763-5757

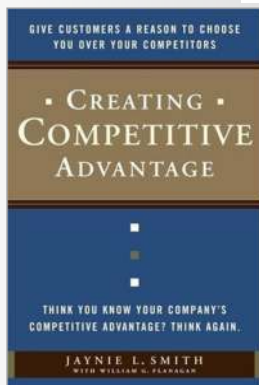
Biography

Jaynie L. Smith is the CEO of Smart Advantage, Inc., a marketing and management consultancy whose clients range from mid-sized to Fortune 100 companies. She consults globally to help companies increase measurable results to the top and bottom lines by defining their competitive advantages. Jaynie is a best-selling author and an international keynote speaker.

- Featured in **Entrepreneur, Industry Week, Investors Business Daily, NY Enterprise Report, Business Strategies Magazine, Sales and Service Excellence, Profit Magazine, New York Times, PGA Magazine, Whole Foods Magazine** and over **60** other publications
- Television appearances: **FoxBusiness.com, ABC World News This Morning, MSNBC, WGN, KOMO (ABC Seattle), WFLD (Fox Chicago), etc.**
- Guest on **Bloomberg Radio, WABC, NPR affiliate WLRN**, and scores of other radio shows
- Selected by Vistage/TEC, an organization of more than 16,000 business leaders worldwide, as one of the **50 most influential people** of their first 50 years
- Delivered **Microsoft Office Live Seminars** with Michael Gerber, Stephen Covey, Marshall Goldsmith, Jack Canfield & Jim Kouzes

Creating Competitive Advantage

Now in it's 14th printing



"Why should I do business with you and not your competitor?" If you cannot answer this question, you are likely losing customers.

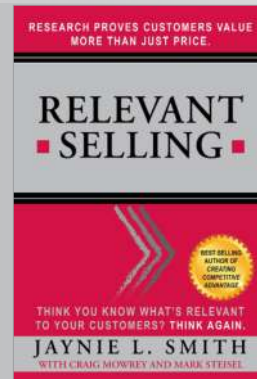
Creating Competitive Advantage reveals how identifying your competitive advantages - *and trumpeting them to the marketplace*- is the most surefire way to close deals, retain clients, and stay miles ahead of the competition.

Doubleday, 2006

- "Smith's elegant little book should be mandatory reading for all entrepreneurs."
– Miami Herald, December 2006
- Labeled as "presently one of the most influential books in the business world" by BookJive.com

Relevant Selling

Now in it's 3rd printing



Many companies lament that price pressure has destroyed their margins. Research proves that more than 90% of the time, price is not the most important buying factor.

Relevant Selling will teach you how to uncover what is relevant to your market so that you can stop caving in on price and start selling value.

Executive Suite Press, 2012

- "Relevant Selling is a playbook for all times, all geographies, and all products and services. It is universal in its wisdom and makes that wisdom crystal clear." - Richard A. D'Aveni, Tuck School of Business at Dartmouth College
- Released in April 2012 and already in its second printing

Are You Selling Relevant Competitive Advantages?

**Profit Depends on it
Your People Rely on it**

A.K.A.
Unique Selling Position
Distinguishing Features/Services
Competitive Edge
Differentiators

What is Your **Number One** Competitive Advantage...

...From **your** perspective?

...From your **employee's** perspective?

...From your **customer's** perspective?

Notes:

**"If you don't have a competitive advantage,
don't compete."**

Jack Welch

Why is Competitive Advantage Important?

“Don’t spend another cent on materials or sales training until you know your competitive advantage. Otherwise your message will be the same as your competitors’.”

It is fundamental to your marketing message. It provides a Value Proposition for:

- Sales encounters
- Collateral materials – brochures, etc.
- Advertising
- Increased Profit
- Margin Protection
- Company Valuation

What is a Value Proposition?

“A description of the value that your offering will provide to a customer segment, customer, or individual that is relevant, measureable, and relative to their alternative choices.”

FutureSight Consulting

It is the reason your customers choose to do business with you.

- It is fundamental to every marketing and strategic plan.
- It minimizes price to the buyer- show them clearly why they should choose you and then price issues diminish, **if** you have relevant competitive advantages.
- Build Confidence, Remove Risk, Minimize Price Issues

“Turn mediocre salespeople into super sales people – arm them with competitive advantages. Help them succeed. ”

“...a company should concentrate solely upon their competitive advantages and nothing else.”

“... investments in competitive advantage are frequently the wisest investment a business can make.”

Guerilla Marketing Excellence; Jay Conrad Levinson

Common Critical Flaws of Companies

They:

- **Don't have** differentiators.
- Have, but **don't know** them.
- Know them, but **don't tell**.
- Don't know what's **relevant**.

Notes:

“A differentiator is not a competitive advantage if it is not relevant.”

What is Competitive Advantage, and What it is NOT?

A well-articulated and measured differentiator may be a competitive advantage,
but only if it is relevant.

A good marketing plan includes a **SWOT** analysis:

- Strengths
- Weaknesses
- Opportunities
- Threats

Strengths are required just to be in the game. They are **expectations**, **“givens.”** Your customer will only do business with you if you have the most common of strengths: quality, knowledgeable people, and good customer service.

Notes:

What strengths do you focus on in your company sales and marketing messaging?

Does it help you to truly stand out from your competition?

Yes _____ No _____

How can you better explain that strength?

Competitive Advantages Must Be:

- * Objective, not subjective
- * Quantifiable, not arbitrary
- * Not claimed by the competition
- * Not a given or a cliché
- * True and provable
- * Past tense or fact
- * Relevant to the customer

EXAMPLE

Deliverable: Reputation

Statement: In 2013, more than 80% of our business was from repeat customers (twice the industry average), who retained us for more than 350 transactions.

My new competitive advantages are:

1. _____

2. _____

3. _____

4. _____

Define and Align Your Competitive Advantages

Competitive Advantage - Differentiates you for a time but can be duplicated

Competitive Position - May not be unique but can “position” you as leaders or stronger than your competition

Notes:

Dangerous Disparity

Customer Importance vs. Company Perception

For more than 90% of businesses, these are not in alignment.

Notes:

Communication

Once you define your competitive advantage, how do you get the word out?

Sales people must know it inside and out. They must use it in every sales encounter.

Make sure your customers know your competitive advantages, so the competition can't pry them loose.

Notes:

Exercise 1

Actions we measure today that might lead to differentiators:

_____	_____
_____	_____
_____	_____
_____	_____

Actions we might need to measure to create competitive advantage messaging:

_____	_____
_____	_____
_____	_____
_____	_____

Exercise 2

Things my customers may value:

_____	_____
_____	_____
_____	_____
_____	_____

Things my prospects may value that are different:

_____	_____
_____	_____
_____	_____
_____	_____

Relevant Selling Key Points

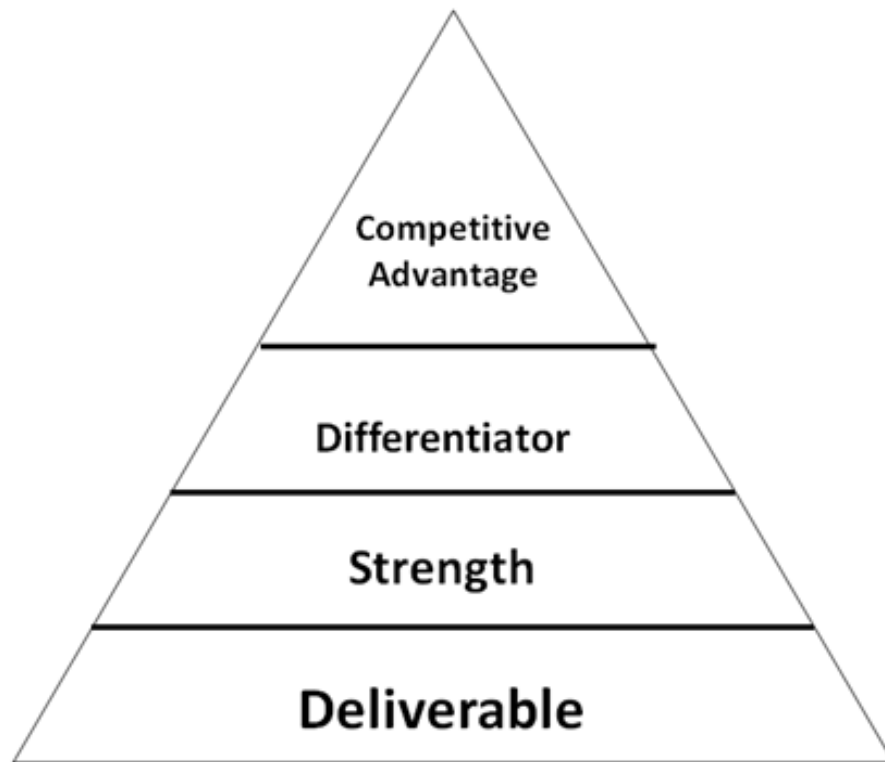
Relevant selling frees you from price based negotiation!

1. Key Reason for Irrelevance: Biased, Inaccurate Feedback.
2. Relevant Selling Depends on Internal Agreement. Often, there is NONE.
3. Prospects Buy for Different Reasons than Existing Customers.

Notes:

“The ROI for seeking the voice of the customer
is frequently underestimated.”

What Do Your Customers Value?



“Companies must sell what is specifically of value to their customers. Very few actually do.”

Want to Find Your Hidden Competitive Advantages?

*A One Day On-Site Workshop Will Teach You
How to Identify Them and Minimize Price Issues*

Smart Advantage leads your company's executive team through our proprietary process in a full-day session held at your location. Your company will engage in a process resulting in the development of new messaging.

You will participate in multiple exercises and draft many new potential Competitive Advantage and Competitive Positioning statements reflecting a number of key deliverables. Communication strategies will be discussed. Your team will have a better understanding of how to market and sell based on promoting your differentiators.

Attendees will learn how Competitive Disadvantages can keep you from achieving greater market share, as strategic and operational issues will emerge in discussion.

Customized workshop objectives:

- Update your sales and marketing messaging that differentiates you from your competitors
- Identify strategic and operational priorities to create future Competitive Advantages, or to maximize current ones

You will learn:

- How your sales process can shift focus from being about "price" to being about communicating value
- A process for uncovering Competitive Advantages that can be applied to additional target markets
- How understanding and messaging your Competitive Advantages can impact your business

**On-Site
One Day
Up to 16 Attendees**
Can be shared with 1-2 companies

Smart Advantage, Inc.
954-763-5757
www.smartadvantage.com