Differentiation Guide

The world is forcing commoditization of products. Even when you have a unique feature, it won't be long before your competitor also has it.

To avoid commoditization, expand beyond the features of your Solution with differentiation. Without differentiation, you will be expected to drop your prices.

Create a Differentiated VisionMatch™

Being differentiated is not the same as being different. A Differentiated VisionMatch™ requires that you uncover problems that your solution can address.

Differentiation is a process that is deliberate, purposeful, and customer specific. When you learn what your prospect thinks they need, you guide them to expand their view of the solution to areas where you excel and add unique value.

If you are a high-performing salesperson, you're a problem-probing expert skilled at enabling your prospect to acknowledge that they have problems that can be solved by your unique solution or offering.

What is unique about your solution is different with every opportunity and every buyer, even within the same organization.

Explore where you can a create need for your Solution:

TERMS AND CONDITIONS are a set of rules and guidelines that a buyer must agree to purchase and use your Solution.

RISK MITIGATION is a buyer's perception that your company has the resources and reputation to deliver on promises.

CAPABILITIES are your solution's ability to perform or achieve specific actions or outcomes. Capabilities could include features or product specifications.

CUSTOMER EXPERIENCE is the interactions and relationships between your company, its representatives, and your prospect.

PRICE is the amount of money a prospect will spend to procure your solution. Ideally, because you leverage the ValueSelling Framework®, you aren't forced to be the low-cost option.

