

# **Differentiate...Or Die**

There is no better time than right now to adopt a bold plan...to take a firm stand to differentiate yourself and your organization from your competitors.

This seminar has been developed specifically to offer participants effective differentiation strategies. Sam discusses how to use differentiation to grow your organization, enhance your profitability, and keep customers loyal.

By understanding the integral role that differentiation plays in your organization, you learn how to stand out in a marketplace blinded by overexposure.

Come prepared to find new answers to old questions. Come prepared to discover your unique point of difference and how you can capitalize on it.

## ***QUESTIONS ASKED AND ANSWERED***

What makes you and your organization different from...better than your competitors?

How do you exploit that difference and make it even more valuable?

How do you communicate that difference to the marketplace?

## ***PROGRAM BENEFITS***

- Identifying the areas in your organization that will profit from differentiation.
- Seeing differentiation where none seemed to exist before.
- Creating a differentiated customer service “niche.”

## ***TAKE-AWAY VALUE***

- Identify the areas in your organization that will profit from differentiation.
- Use a differentiated communication and marketing strategy.
- Use differentiation to create a dilemma for your customers.
- Search out differentiation—don’t hide from it.