

Differentiation

Differentiation Fill-in-the-blank

Answer the following

What is your business positioning?

Which strategy and tactics are you using with your differentiation business?

Does your differentiation business include different prices range according to the type of product, feature, status and quality of the product or service?

Do you offer your customer a discount on occasion?

Have you systemise and automate your related offer strategy that was successful and documented why it has failed

The purpose of the differentiation strategy is to attempt to be top of mind for its customers.

A business using a differentiation business strategy attempts to position itself in the mind of the consumers as a business that provides unique products that consumers will pay more for because they cannot find comparable products, product features or services anywhere else in the marketplace.

Consumers expect to pay more from a differentiated product or service and therefore are willing to pay a premium price for a differentiated product or services. This is true as long as the unique feature of the product adds some value to the product or the service provides value this will make it more valuable to consumers, whether a functional feature or an aspect of image or prestige that enhances the perception of the product or services.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- If you set your business using a differentiation strategy you need to keep it for the lifetime of your business.
- Use all the available strategy and tactics with your differentiation business.

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.

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