

**PURPOSE:** This tool will help you to identify the competitive advantage of your product(s) and/or service(s), and help you to create a Unique Value Proposition list for you and your organization. Use this in planning a phone call/email a prospect to secure an appointment.

## Competitive Advantage Analysis

Customer \_\_\_\_\_

Competitive Factors	Comparison to Your Competitor A <hr style="width: 50%; margin: auto;"/>	Comparison to Your Competitor B <hr style="width: 50%; margin: auto;"/>
<p><b>UNIQUENESS:</b></p> <ul style="list-style-type: none"> <li>• What products and services do I have to offer that satisfy a prospect's needs?</li> <li>• Are they unique to the industry?</li> <li>• Compare products and services to those of competitors.</li> </ul>		
<p><b>ADVANTAGES:</b></p> <ul style="list-style-type: none"> <li>• What advantages do my products and services offer that my competitors' do not?</li> </ul>		
<p><b>PARITY: (On Par or Same)</b></p> <ul style="list-style-type: none"> <li>• What products and services do I offer to satisfy a prospect's needs that have like value to those of my competitors?</li> </ul>		
<p><b>8-658J 5BH5; 9G</b></p> <ul style="list-style-type: none"> <li>• What do I lack in satisfying a prospect's needs that my competitors have?</li> </ul>		

## UVP Creation & Competitive Advantage

### UNIQUE VALUE PROPOSITION STATEMENT

- Make this unique and conversational to your specific customer

<p>We Solve...</p>	
<p>We offer the only... We specialize in...</p>	
<p>...which helps you... "What's in it for me?" – your customer...</p>	