

# KNOW YOUR COMPETITION AND SET YOURSELF APART



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## Quick Tips on How to Set Yourself Apart from the Competition

Think it's too hard to find ways to differentiate yourself from your competition, beyond price and products? Think again.

- Look at the comparable products and services of your competition. Do you offer an alternative or elite product, a cost-effective solution, or an exclusive service bundle that can be featured?
- Promote your specialized experience and knowledge that produces exclusive value, that your competitors can't claim themselves.
- Communicate to customers with messaging—in person and your marketing—that demonstrates a true understanding of their needs.
- Look for markets to target that have been ignored by your competition. A building contractor and/or automotive contacts may help you find untapped parallel markets to pursue.
- Using business review sites and social media, investigate your competitors' reputation for handling inquiries and issues. Find ways to promote the unique features of your customer support style that differentiates you from the competition.
- Create a brand personality that customers want and that can't be duplicated. It's hard to be objective about yourself, so brainstorm with your best clients, staff, and friends about what makes you or your company culture exceptional.
- Incorporate aspects of your background story or business passion into your marketing to engage more personally with customers.



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