

Describe Your Differentiation

(Because all things to all people is easy to beat)

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№	DIFFERENTIATION DISCUSSION QUESTIONS
1	What sets our company apart from competitors?
2	Are we effectively communicating our differentiation to customers?
3	Do our services address specific pain points or needs that competitors overlook?
4	What are similar activities we perform in different ways than competitors?
5	What resources do we have that are different than competitors?
6	Are there differences between our colleagues and competitors?
7	How do we adapt our differentiation approach to respond to changes?
8	Does our professional development meaningfully differ from competitors?
9	Do we have a deep understanding of our target audience and their preferences?
10	How are we leveraging technology to enhance our differentiation efforts?
11	How do we ensure that our differentiation remains relevant?
12	Are there cultural or organizational barriers that inhibit effective differentiation?
13	How do customers recognize our differentiation?
14	How do we integrate customer feedback to refine our differentiation strategy?
15	How are we future-proofing our differentiation?