

Differentiation Grid

It is important to know how differentiated yourself.

This simple exercise will help you identify true differentiators from Cool Stuff and Commodity Features.

Step 1: Identify key features/capabilities of your offering and put in Table below. The more specific you are the better this works, i.e. Instead of Customer Service it would be better to say 24/7 access to local help line.

Step 2: Score each feature on its uniqueness. Ensure that it is from the customer's perspective

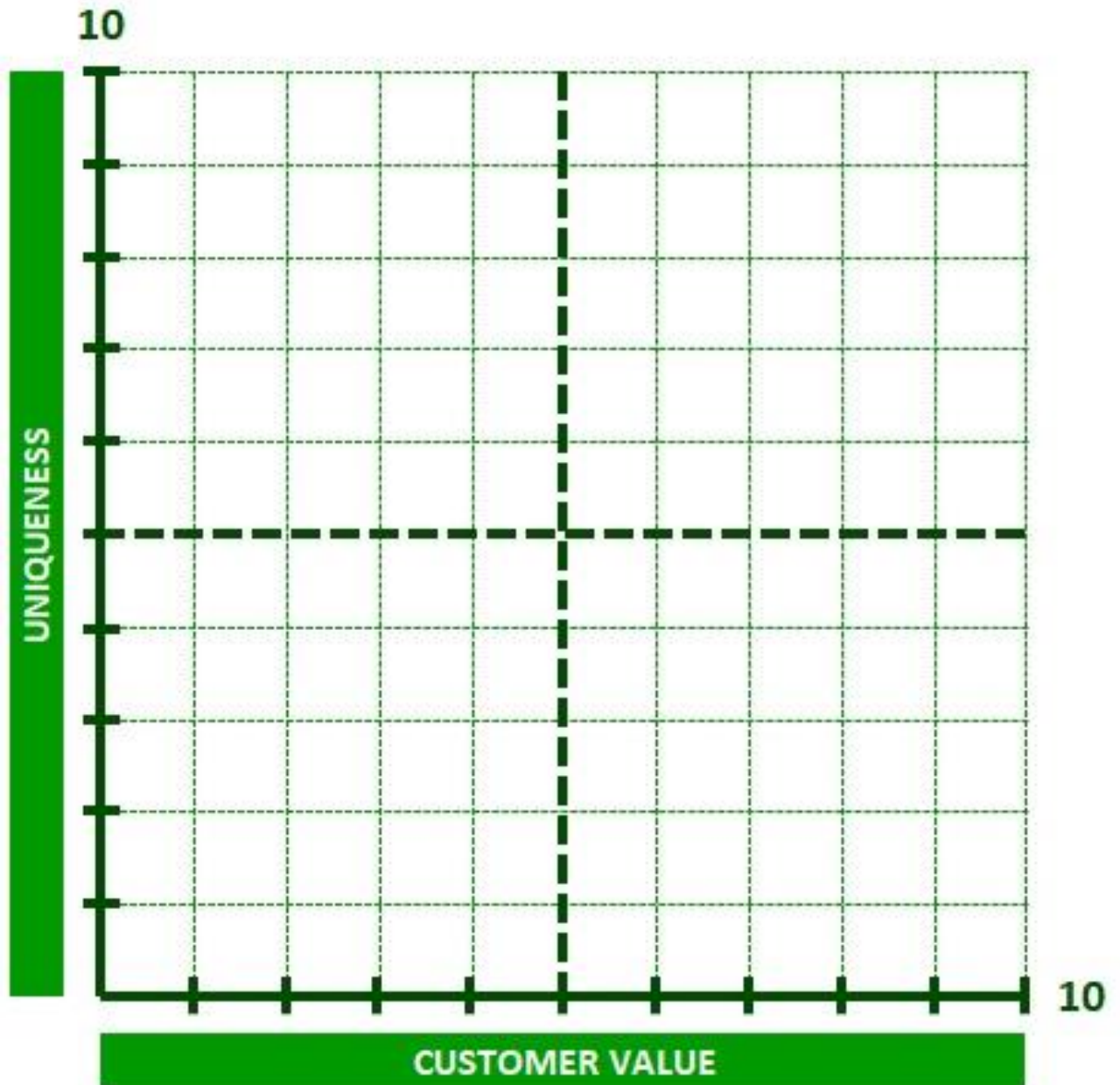
- 0 = no uniqueness
- 5 = average in comparison to the industry/market/competitive standard
- 10 = very unique nothing like it available from any competitor

Step 3: Score each feature on its Value to the Customer. Again, ensure that it is from the customer's perspective

- 0 = no value
- 5 = average in comparison to the industry/market/competitive standard
- 10 = highest value, must have

	Feature	Uniqueness	Value to Customer
A			
B			
C			
D			
E			
F			
G			
H			
I			
J			
K			
L			
M			
P			

Step 4: Plot how unique and valuable each feature/capability in chart below



Step 5: Compare to Matrix and Identify

- Commodity/Core Capabilities
- Differentiators
- Cool Stuff
- Junk

