



The Exact Expertise to
Ignite and Sustain Performance™

LSA Global | White Paper

Differentiating for Competitive Advantage

If someone were to ask you: “What differentiates your company from its top competitor?” What would you say? What would a colleague say? Most importantly, what would your customers say?

True competitive advantage must come from within a company as a whole and be validated by those customers and prospects who can corroborate what they see as unique about your offering. Regardless of your industry, today’s global marketplace is flooded with competitors vying for the same business opportunities you are – hence, the emphasis and importance placed on your company’s ability to effectively differentiate yourselves from your competitors.

On the surface, many organizations appear to offer similar solutions. Certainly a quick look at most websites would suggest the same. And because, like your organization, your competitors are continually enhancing and expanding their offerings, the distinctions become even more blurred. Ultimately, knowing what your customers perceive as your differentiators versus the alternative solutions can make the difference between *doing extremely well* or *just surviving the competitive storm*.

In order to rise above the flood waters, you must first ensure that your team is well equipped with the information necessary to establish and maintain competitive advantage in competitive situations. In many cases, this can come from the marketing department; however, it is also critical that you get feedback from customers, especially those prospects who recently selected you versus the alternatives. You should seek to clearly understand what your customer organizations perceive as the competitive advantages your company brings to the market. Additionally, as you work with prospective new customers, keep in mind the following:

- Where your opportunities for competitive advantage exist.
- Objectively assess your competitive position from the “eye of the buyer” and consider this as you prepare to set competitive traps and/or handle potential objections.
- Reduce risk by creating a competitive plan to include your competitive strategy and the specific actions that support the strategy.
- Carefully develop and professionally deliver competitive messages keeping in mind your “safety net”.
- Know which existing customers will serve as references to provide value statements to support your competitive positioning.

Remember, companies don’t make decisions, people do! Gaining mindshare and achieving meaningful differentiation with prospects and customers requires value in the form of a solution—a solution which will address and resolve an existing challenge that impacts attainment of their organizational goals.

I believe the former CEO of General Electric said it best: *An organization’s ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.*





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About LSA Global

Since 1995, LSA has helped organizations create and maintain competitive advantages through people. Over 85% of our business comes from repeat clients and our customer satisfaction rating is 97.5%. Our clients tell us that we are different. Our clients tell us that we save them both time and money. Our clients tell us that they appreciate access to experts across many areas.

Our Leadership and Management clients report that we decrease their costs by up to 50%, while helping increase speed-to-productivity by 60% and decrease unwanted attrition by up to 40%.

Our Sales clients confirm that they have grown sales by 40%, increased units sold by 42%, increased average pricing by 12%, and closed over 50% of their pipeline.

Our Project Management clients inform us that, by regularly completing projects that meet or exceed expectations, they have become an anomaly in the world where most projects disappoint or fail.

Our clients succeed in the marketplace through increased revenue, decreased costs, and higher productivity. They maintain that our rigorous assessment, implementation, and measurement capabilities bring them tangible results. As an organization, we are fiercely devoted to supporting their success.



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