The Competitive Advantage

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Sales Huddle

Working together answer these competitive questions... and remember... quality service doesn't cut it... it has to be bigger and deeper than that.

1. **Our unique qualities**. What do we offer that nobody else can?

2. **Our distinctive advantages.** What do we do better than the competitors?

3. **Reduce parity**. What items are little or no difference between us and the competitors? Do we have even a minor difference that may add up to a competitive advantage?

4. **Overcome disadvantages.** What areas in our product or service do the competitors have a definite edge? Which of our advantages tend to offset these disadvantages?

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