Demonstrate Clear Differentiation

Detailed Learning Outcomes

Corporate Visions | Skills Training

Module	Visual Concept	Learning Outcome	Key Content	Runtime
Introduction: Demonstrate Clear Differentiation		Identify what makes you unique and turn it into a persuasive differentiation story.	• According to buyers, the 3rd most common seller misstep is lack of differentiation. • When sellers reach the 'Why You' conversation, most fall into the trap of overloading prospects with too much information on features and benefits—and that sounds like everyone else. • It's not enough to have the best solution. You have to tell people about it in the right way.	20 minutes
Define Your Unique Value		Differentiate by finding the intersection of your buyer's needs and what's unique to you.	• Many sellers fall foul of the Three Deadly Sins of Messaging when they reach a 'Why You' conversation • The Value Wedge is a tool that can help sellers combat these sins • A capability must pass three tests to be in the Value Wedge: Important to the buyer; Unique to you; Defensible	20 minutes

©2026 CORPORATE VISIONS | ALL RIGHTS RESERVED

Create a Differentiation Message		Communicate your unique value with a compelling Why You story.	• Turn your Value Wedge into a compelling story using The Why You Message Framework: PROBLEM-DO-MEANS-IS • 'DO' is critical because it's the shortest way to tell your differentiated story, it's buyer-focused and it enables the buyer to visualize themselves with your solution. • Build 2–3 'Why You' messages per prospect to ensure you can speak to all their key business problems.	25 minutes
Amplify Your Differentiation	 	Communicate your differentiation with the contrast, specificity, and detail proven to produce buyer preference for you.	• Even with a compelling 'Why You' story, you need every edge you can find to stand out from the crowd. • If you're stuck in value parity, use Telling Details to boost credibility, perceived value, likelihood to purchase and preference. • Add contrast to the customer stories you present as proof of your differentiation so that the 'pain' of before versus the 'gain' of after creates value in the mind of the customer	25 minutes

©2026 CORPORATE VISIONS | ALL RIGHTS RESERVED