SOLUTION BRIEF

Demonstrate **Clear Differentiation**

Make Your Value Undeniable So Customers Choose You, Not Your Competition



Your Challenge

In crowded markets, sounding the same as everyone else isn't just common—it's the norm. Most sellers lead with product features, vague claims, or marketing buzzwords. The result?

Customers can't tell the difference.

And when everything sounds the same, price becomes the only real differentiator.

To win more—and win on value—you need to communicate the things that make you meaningfully different, not just marginally better. That means going beyond slogans and specs, and making your differentiation crystal clear.

79% of buyers say all vendors sound the same. You're not losing on value—you're losing on clarity.

What's Going Wrong

- Sales messages rely on generic promises: better service, greater ROI, industry leadership.
- Sellers focus on what they do more than what matters most to the buyer.
- Sellers leave it up to the buyer to figure out how you're different.
- Differentiation shows up too late in the conversation—if at all.

What If You Could ...

- Uncover your true differentiators—the ones your competitors can't easily copy?
- Build a differentiation message that's clear, relevant, and instantly memorable?
- Use contrast and storytelling to make your solution stand out in the buyer's mind?
- Give every seller a structured way to explain, prove, and defend your value?

If...

- Buyers constantly ask, "How are you different from X?"
- Your team is losing deals on price—or worse, becoming forgettable…
- Your sellers rely on feature dumps instead of customer-centric messages…
- Differentiation feels more like marketing's job than a sales skill…

Then...

You need **Demonstrate Clear Differentiation:** science-backed skills that enable your sellers to identify, articulate, and prove your solution's unique value so buyers have a compelling reason to choose you.

What It Is

Demonstrate Clear Differentiation consists of three skills:

1. Define Your Unique Value

Go beyond generic claims by pinpointing what's both valuable to the buyer and truly unique to your solution.

- Find the intersection of the buyer's business needs and your **distinctive strengths.**
- Use that insight to confidently separate yourself from the competition.

2. Create a Differentiation Message

Once differentiation is clear, craft a compelling message that centers on what the buyer will be able to **do differently** with your solution.

- Anchor the message in the buyer's **business problem**, not product features.
- Lead with action and outcomes, not specs or claims.

3. Amplify Your Differentiation

In highly competitive markets, true product differentiation is hard to find. But it's possible to amplify what you have, and even to create the *perception* of differentiation where none really exists.

- Use stories with **contrast** to highlight what sets you apart.
- Add **specificity and telling details** to boost credibility and memorability.
- Apply techniques grounded in buyer psychology to increase **preference and urgency.**

What You Gain

- A repeatable, proven framework for conversations that get your prospect seeing the need to change.
- Confidence and consistency across all of your conversation with new prospects.