

Competitive Edge

Coaching Questions

What are the similarities in how you are better than the competitors?

- After doing a competitive analysis and identifying why you have a competitive advantage, analyze whether the same advantage appears more often than once. This will help you come up with a clearer sense of your competitive edge.
- You can't be everything to everyone, try not to focus on having more than 3 things that you are great at. You won't have enough time or money at the beginning to be able to do this.

What target customer most cares about your competitive edge?

- Make sure that what you are focusing on something your customer cares about. If your competitive advantage is not as important to the customers, this reduces the chance that they will switch to you.
- Look at other target markets, maybe a different target market will care more about your competitive edge than the one you thought you'd be targeting.

Are there ways to strengthen your competitive edge?

- Now that you have focused on a maximum of 3 ways to differentiate yourself, build upon this.
- Any additional resources (time or money) should be spent on your differentiation and building up your competitive edge. Review Full Offering to help with this.