

Differentiation Worksheet

Document points of differentiation

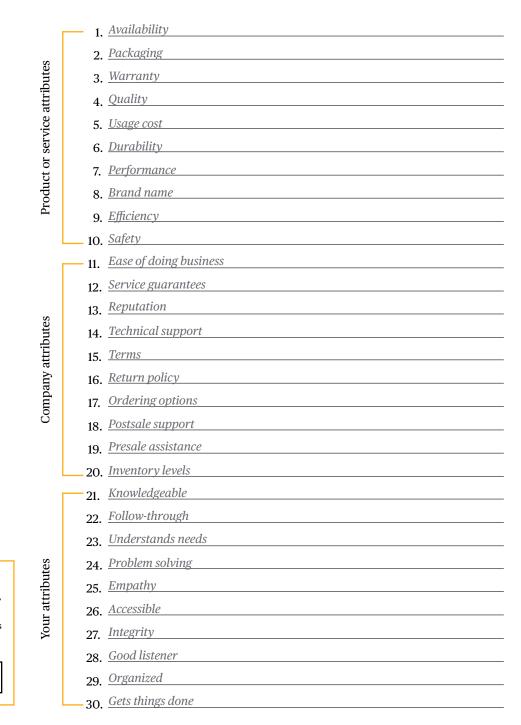
Whether online or as a result of direct marketing, financially successful clients have more access to information than ever before - information that often highlights price and savings. To properly respond to a discount request from a client, you must first understand the nature of the objection. While these requests are often mistaken as price objections, what the client is really saying is that they don't see a difference in your offering.

Complete the following worksheet to document differentiators on the three dimensions of value: the products and services you recommend, your agency or brokerage, and you as the individual.

Product or service attributes	1.	
Agency/brokerage attributes		
	14.	
	15.	
	16.	
	17.	
	18.	
	19.	
	20.	
Your attributes		
	 30.	

See the next page for manufacturing example >

Manufacturing example



Learn more

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