

demonstrate clear *differentiation*

separate your solution
from the competition ▲

In a recent B2B industry survey, 88 percent of companies said that their competitors offer similar capabilities as they do.

It's no secret that in well-defined categories, many companies can solve the same problems with comparable offerings and pricing.

But if buyers can't distinguish you from your competition, you look like just one more choice among many viable options. And you'll end up in a side-by-side bake-off based on price.

Use this checklist to learn how to showcase the unique advantages of your solution so it stands out to your buyer.



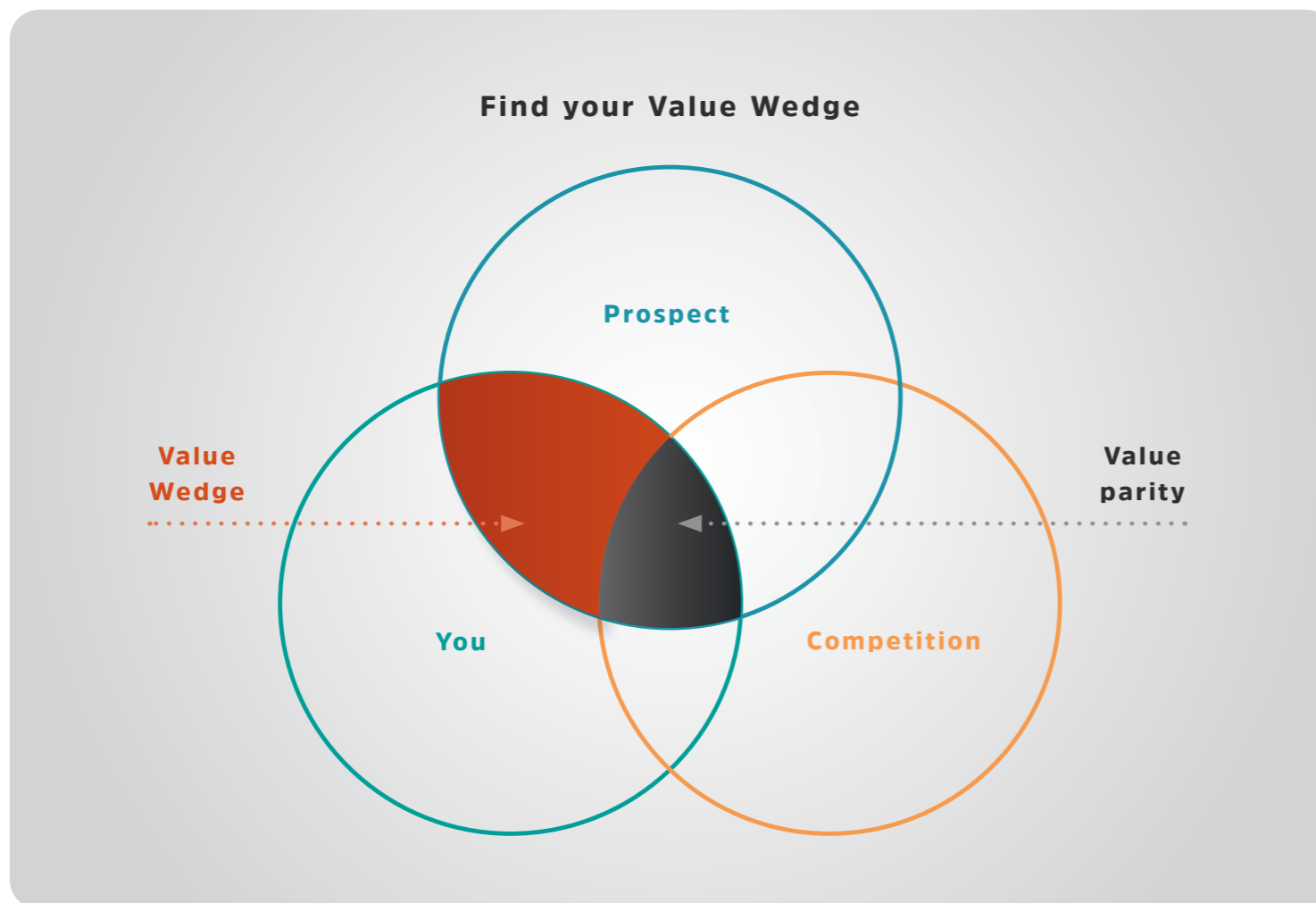
corporate visions
science backed. revenue forward.



1 determine what makes you different

Your best opportunity for differentiation is to focus on communicating what you can do for your prospect that's unique to your solution. You want to avoid talking about all the features and benefits you offer compared to your competitors—show them the value you offer that no one else can.

That means you need to identify your Value Wedge—this is where you find your distinct point of view.



Your Value Wedge must meet three essential criteria:

- 1. It's unique to you.** Communicate what you offer that's completely different than your competitors.
- 2. It's important to the buyer.** Highlight gaps and opportunities in the way your prospect is doing things today, and then show how your approach will resolve those issues.
- 3. It's defensible.** Document proof points to demonstrate how other companies overcame similar challenges by adopting your proposed solution.

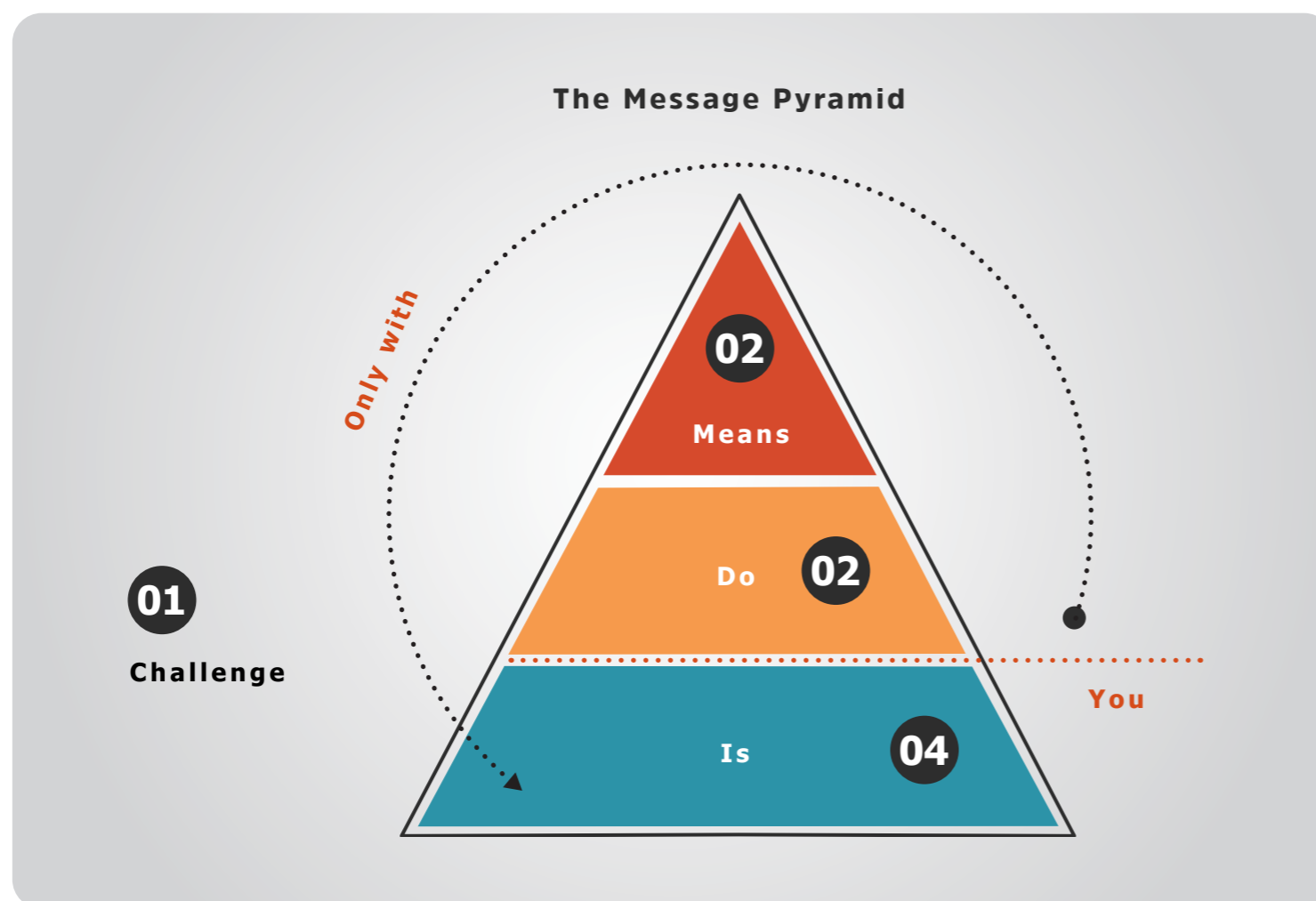
When your Value Wedge meets those three criteria, you can offer a distinct point of view that sets your solution apart from the competition and communicates real value to your buyers.

2 address your buyer's needs

Even when your product has clear benefits, how you convey those benefits to your buyer is just as important.

Your buyer doesn't really value your product features—they want to hear how your solution will help them meet their business goals. You need to frame your message in a way that highlights that.

Using the Messaging Pyramid, you can plan how you deliver your message so it centers on your buyer—not your product.



How to use the Message Pyramid:

1. Anchor your solution to a business **challenge** your buyer is facing and clearly articulate their current struggles. This sets up the contrast for how your solution will transform their situation.
2. Tell them what they can **do** better or differently with your solution. Frame this as a question like, "What if you could...?" This helps them envision the future state, evoking the benefits before you ever mention features.
3. Then connect that vision back to the business outcome by saying what taking this action **means** for their business. Explain how taking this action could impact revenue, risk, or other strategic goals.
4. Once you've established the value, you can finally tell them what your product **is**. But only talk about what's unique to your solution—your Value Wedge.

When you use the Message Pyramid to plan your approach, you will highlight your unique value in the context of your buyer's needs.

3 share telling details

Most organizations follow the popular adage to “sell benefits, not features,” believing the shorter and crisper your descriptions, the better. Others dress up their capabilities in superlatives, trying to make their solutions appear better and brighter than others.

But our behavioral research shows that you don’t want to focus on your features, benefits, or use superlatives to describe your solution. Instead, use what we call “**telling details.**” This is when you share specific information and more detailed, emotional language to describe the prospect’s problem, the unique capabilities you offer to solve that problem, and the value of those capabilities.

When you include telling details, your message becomes:

- **Buyer-focused** – It uses language like “you can” and “that means” to frame each feature in terms of how it applies to the buyer.
- **Specific** – It includes more specific information, including quantitative values to describe each feature.
- **Detailed** – It elaborates on each feature with additional details that enhance and complement the value.

It’s worth noting that in our study, the Telling Details pitch was twice as long as other messages we tested. But it wasn’t just adding more words for the sake of it—those additional details brought clarity and focus to an otherwise fuzzy value proposition.

Using more specific and detailed language adds depth to your message, making it more concrete and believable. The extra details enhance your story and help your buyer better “experience” what you’re describing. That, in turn, boosts their confidence that your solution offers the most value.



sharpen the sales skills your buyers want most

With the right skills, you can consistently meet your buyers wants and needs in every sales conversation. Get this e-book and find out how to master the Great 8—eight critical skills that buyers say can make or break a deal.

[GET THE E-BOOK](#)



© Corporate Visions, Inc. | 1.833.361.SELL | corporatevisions.com