

# The Handbook for Business, the Bible

## # 20: What is your point of difference?

***Without a point-of-difference your business is just one in a crowd...at risk of failure!***

Years ago, I used to stay at a motel in a country town and got to know the owners very well.

They had a simple reason why travelers should stay at their motel: exceptionally clean rooms...

- \* Customers were always complimenting them on the clean rooms
- \* Over their 9 years, occupancy averaged 83% and tariffs rose by more than 60%
- \* No one complained because the clean rooms won them over!

**The bottom line for business owners - you hafta stand out from the crowd, or you're at risk!**

But how, when you & competitors all offer basically the same products or services?

One way is to identify a point-of-difference, something of value to your customers, then promote this in all your communications to prospects & customers; actually, shout it from the rooftops!

**A valuable (to customers) point of difference could be:**

- ...Speed of service OR a powerful guarantee
- ...The skill, experience or qualifications of your staff
- ...The best after-sales service OR free training
- ...Could you offer fixed prices, safety, quality, long-lasting?

**What won't work as a point of difference?**

- ...Offering the lowest price simply because others can still undercut you
- ...Claiming friendly service or competitive prices because these should be 'normal'
- ...When, and if, competitors match yours, select another one.

**Three examples - 2 awesome, 1 disaster:**

1. The fashion retailer - lifetime free repairs
2. The kitchen manufacturer - *"If we're late with your delivery, you can rip up the invoice"*
3. Borders Books - *"cheaper than Amazon, guaranteed"* (went broke soon after trying this).

**Still struggling? 4 ways to uncover your point of difference:**

1. Give me one reason to do business with you other than price?
2. Consider - what really frustrates people dealing with your industry?
3. Ask your team, "what are we the best at" at smoko this morning
4. Ask some customers why they choose to do business with you.

**Your point of difference is a promise made to customers, so, make sure you & the team keep it.**

After all that, I hear your question: how does your point-of-difference link to the Handbook?

It's a facet of **Proverbs 24:27**, *"Develop your business first, before building your house (life/future)"*

***A fair-dinkum point of difference is crucial in developing your business; without one you won't stand out, being just one in the crowd...and it's never too late to uncover and promote yours!***