

BUSINESS DIFFERENTIATION IS A MUST TODAY

Every day in business is a fight for survival; employees, customers, jobs, technology, rules and regulations. The good news is your competitors are also facing the same thing. The bad news is without clearly defined, unique and different aspects of your company, products, services,



and even your staff, you run a strong risk of being lumped into the same mold as the competition – and that leads to the buyer attitude of being only focused on the lowest price. So often we are quite arrogant to believe our business is so “one-of-a-kind” that if they want what we offer, they must do business with us, but rarely are you that different.

With more than seven billion people in the world and tens of millions of businesses, combined with a couple billion people using social media, it’s highly unlikely that our business is: “in a class by itself, rare, special, unequaled, unique, unparalleled, unprecedented, or unrivaled.”

Those stats alone rule out the ability for most to say, “we are unrivaled or unequaled.” Also, within the restoration industry it’s quite difficult to say we are on-of-a-kind, or that we have state-of-the-art equipment. So, to be able to compete in the marketplace, with distinction and differentiation, it is essential for both our business and us as sales people to establish a solid differentiation, separating us in some way from our competition.

This means disaster restoration companies, both independents and franchises alike use similar equipment to dry buildings, or remove smoke odor and soot, or clean up mold. The days of being one-up on your competition by having an extraordinary piece of equipment or process is long gone and so is your ability to say you are “unrivaled” in what you do as part of the mitigation or restoration process.

Bluntly, this means you must continually re-invent your company, being constantly aware of factors that can differentiate your business from the others in your market.

Most salespeople don’t consider that they also must have differentiation from other sales people! (We’ll talk about that in another article). Once you have established a differentiator (or two or three), now you need to design the most powerful way to promote that special differentiation!



Often, your company has a uniqueness you have not considered as significant enough to promote. If that single feature is something your clients care about, you need to be promoting it. You may not be able to “claim it” for long, because your competitors may start to offer the same thing. That’s OK, you just need to be always thinking of what you can promote that is unique to you and your company. If you’ve wracked your brain and just can’t come up with anything compelling that makes you different, then neither can your prospects.



Remember, the better you get at identifying and promoting your differentiation, you stay ahead of your competition. Sure, they may

eventually catch on, but you get that edge for a period. What I’m suggesting is even when other companies in your market do “similar” things, (such as mitigation only), you can become known as the Mitigation Only specialist by continually promoting that theme. Advertise it - explain it - market it, and it becomes yours because you have claimed it as yours. Sure, others can “steal” it, but your aggressive marketing efforts will help position you as the leading business in the differentiation you choose – at least for a time.

As it becomes more challenging to get residential disaster work, and especially water mitigation jobs, separating your business from the competition by going after commercial work has become the focus of many forward-thinking companies. Now is the perfect time to do the same in your market and start promoting your specialty as “commercial focused.” Most customers assume if you can handle commercial work then you certainly can provide good residential service.

Our business model changed forever when the internet and social media arrived. The web now provides a unique platform for small businesses to promote and market their services, essentially allowing smaller businesses to sidestep all the power players

As you ponder what you can do or say to create uniqueness, there are words and phrases that are used constantly and have lost their impact.

Here are fourteen examples of words to avoid in your positioning and differentiating your services. (This is only a sample of what not to use). *Advanced, Best, Cutting-edge, Dedicated, Fastest, Next Generation, One-of-a-kind, Partner, Solution, State-of-the-Art, Unparalleled, Unsurpassed, Value, World-class.*

Standing out among your competition can seem like a daunting challenge given the fundamental similarities within any field. Using different techniques to elevate yourself above the competition, without the help of a cost prohibitive advertising budget comes down to knowing yourself, knowing your customer and playing to your strengths.

If you stop bragging about how good you are and start telling them how different you are and how that will make a customer's experience with you better than anyone else, you'll get more work - at higher prices because when a client truly believes nobody else can do the job the way you can do it, price is no longer an issue.

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