

## SERVICE AND PRODUCT DIFFERENTIATION WORKSHEET

This template is meant to help organizations think about what makes a service or product stand out from the competition and to assist organizations with competitive rankings across their service and product lines. The comparison is to be made between your organization's services and products, and specific competitors and their services and products.

Criteria in first two categories address uniqueness from the perspective of how a customer might evaluate an organization's product or service offering. Criteria in the third category address the relative sustainability of competitive advantage in the face of market competition.

### USING THE SPREADSHEET

The following steps outline how to use the service and product differentiation worksheet:

1. Rate your product or service relative to the competition according to the criteria by assigning a numeric value; 0 = no advantage; 10 = complete advantage.
2. If any of the criteria are of strategic importance to your organization, increase its weighting.
3. The worksheet will multiply the rating by its weighted value to derive a total value.
4. Higher scores imply greater competitive advantage through differentiation.
5. If the same criteria are used and values are consistently weighted, results should be comparable across services and products.

PRODUCT AND SERVICE DIFFERENTIATION WORKSHEET			
Service or Product Name: _____		Date: _____	
Criteria	Competitive Rating	Weighted Value	Total Value
<b>1) Related to the product or service being offered:</b>			
Product or service benefits (cost savings, service improvement, etc.)			
Unique feature of offering			
Perceived quality of offering			
Related service(s) provided with offering – pre- and post-sales			
Presentation of offering to prospective clients			
Price of offering			
Delivery method for your offering			
Time to delivery			
Relationship of your offering to complementary offerings			
<b>Sub-total</b>			