

Activity 27-A
Differentiating Your Offer/Approach Via
“Unique Selling Features/USF #1”

ORGANIZATION: Recite as many different values/benefits that your organization over all as vendor-of-choice can provide to a prospect/customer as you can while you hold a lit match. See how many unique “how” factors you readily know. Make this a fun, fast game to illustrate the ability to instantly draw upon working knowledge of the totality of what you represent while under pressure.

Activity 27-B
Differentiating Your Offer/Approach Via
“Unique Selling Features/USF #1”

Now select a specific product or service that you feel most comfortable and knowledgeable with, recite as many different values/benefits that specifically relate to that single item as you can while you hold a lit match. See how many item specific different “how” statements you readily know. Make this a fun, fast game to illustrate the ability to instantly draw upon working knowledge of the totality of what you know about a single product/service while under pressure.