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The 21 Best Differentiators and How to Find Yours

Presented by: Lee Frederiksen & Elizabeth Harr



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Chat live on Twitter!

Today's Hashtag:



#DifferentHinge

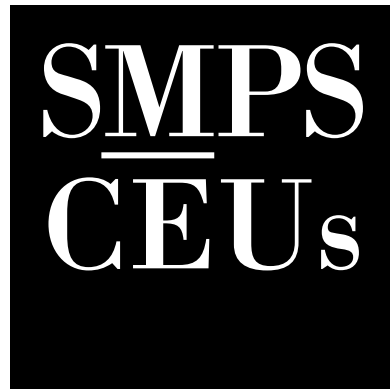
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Today's Speakers



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Agenda

- Differentiation defined
- 5 steps to finding and owning your differentiators
- The 21 best differentiators
- Wrap-up and questions





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What is a differentiator?

**A differentiator sets your firm
apart from others in some
meaningful way.**



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**High-growth firms are 3x more
likely to have a strong
differentiator.**



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A Strong Differentiator Must Meet 3 Criteria

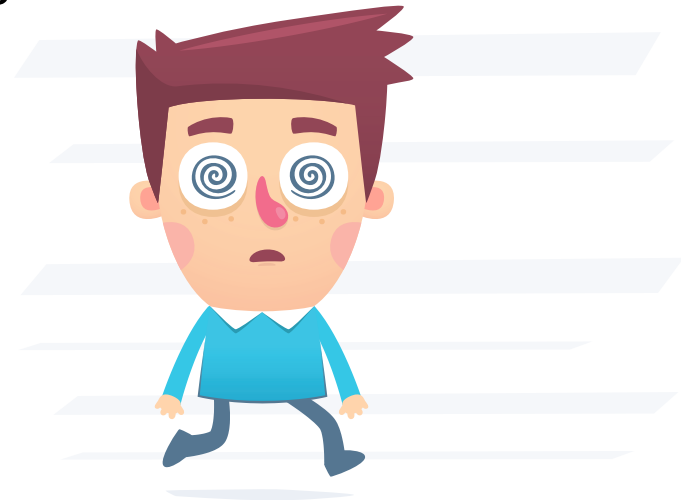
1. It must be true.
2. It must be important to the client.
3. It must be supportable.



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Differentiators that Rarely Work

- “Our people are better”
- “Our process is better”
- “We care about our clients”
- “We’re committed to excellence”
- “We offer better service”





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5 Steps to Find and Own Your Differentiators

1. Choose an approach to differentiation.
2. Assess possible differentiators through research.
3. Identify the differentiators you want to pursue.
4. Validate the differentiators with the marketplace.
5. Live your differentiators.



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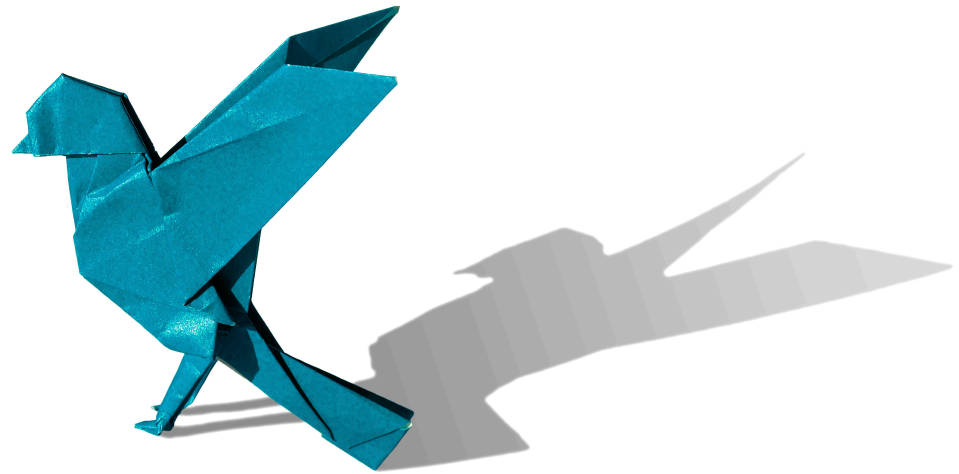
CHOOSE AN APPROACH TO DIFFERENTIATION



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Choose an Approach to Differentiation

1. **Decide** how you will be different, or
2. **Discover** existing differentiators that you can leverage



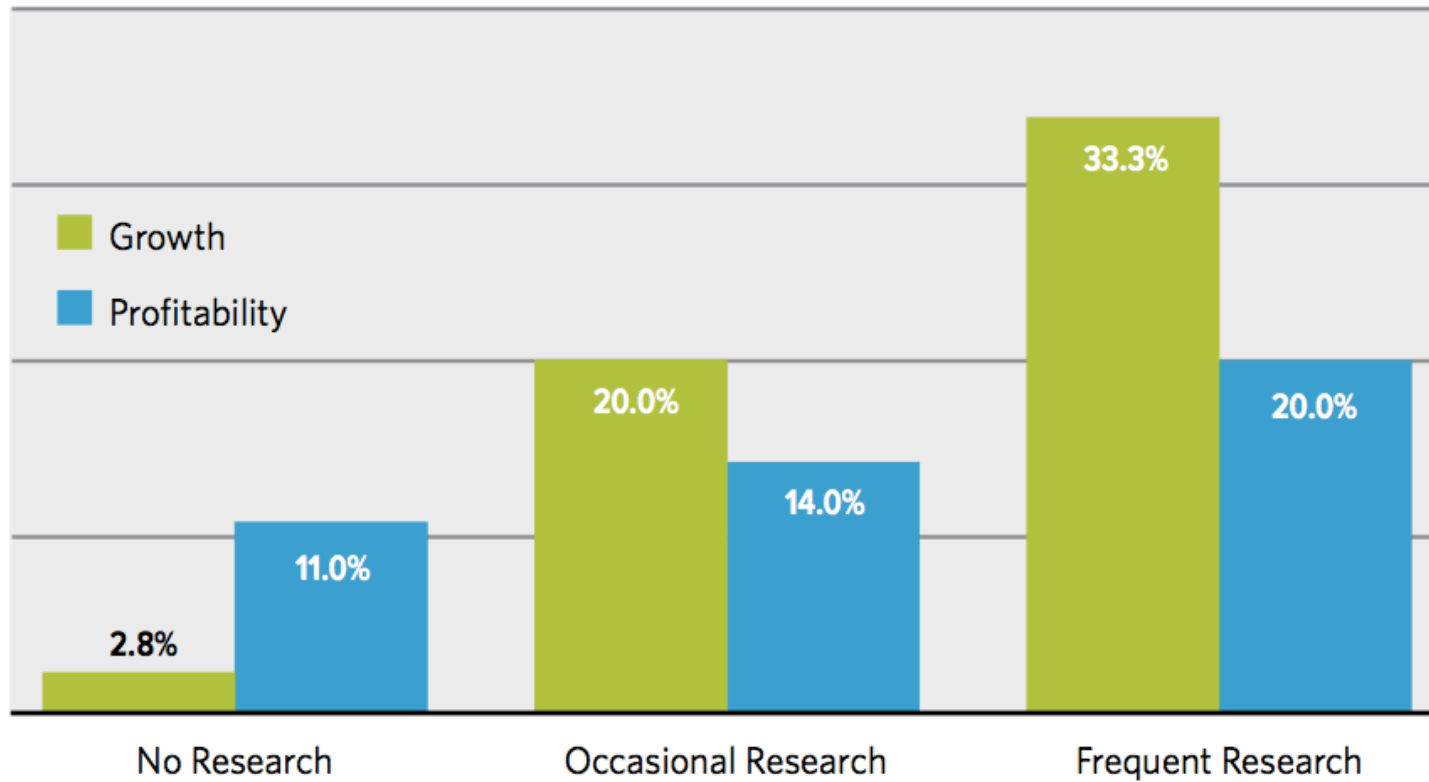


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ASSESS POSSIBLE DIFFERENTIATORS THROUGH RESEARCH



Impact of Research on Growth and Profitability





Potential of Research for Differentiation

- Find opportunities for specialization.
- Discover emerging issues, business models, or unmet needs.
- Get external perspectives and understand how your firm is seen.



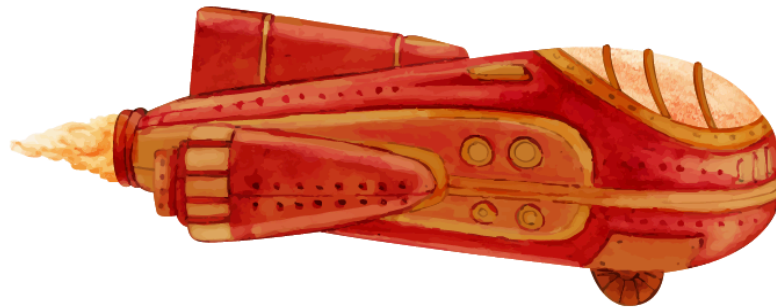
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**IDENTIFY THE
DIFFERENTIATORS YOU
WANT TO PURSUE**



The 21 Best Differentiators

1. Offer a truly unique technology or process.
2. All of your staff shares a specific characteristic or credential.
3. Offer a unique business model.
4. Offer access to a unique set of information not available elsewhere.





The 21 Best Differentiators

5. Offer a unique set of contacts or relationships not easily accessible.
6. Do business with a distinctive level of service.
7. Focus on the size of your firm.
8. Look or act differently than all of your competitors.





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The 21 Best Differentiators

9. Specialize in serving clients of a certain size.
10. Specialize in clients that share a common characteristic.
11. Specialize in an industry.
12. Specialize in serving a specific role within your client's organization.



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The 21 Best Differentiators

13. Specialize in offering a particular service.
14. Focus on understanding a particular target audience.
15. Focus on solving a specific business challenge.
16. Have a specific geographic focus.





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The 21 Best Differentiators

17. Distinguish yourself by the clients you have.
18. Emphasize your relationship with a parent firm or partner.
19. Focus on a notable signature accomplishment.
20. Have one or more individuals who are high visibility experts in their field.
21. Specialize in producing a unique or valuable result.



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VALIDATE THE DIFFERENTIATORS WITH THE MARKETPLACE



How to Validate Your Differentiators

- Conduct additional marketplace research
- Small-scale implementation with new offerings
- Evaluate proposed differentiators against competitors' tactics





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LIVE YOUR DIFFERENTIATORS

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Live Your Differentiators

- Implement policies and training to make your differentiators real and lasting.
- Verify that your website, social media presence, and marketing materials describe, reflect, and prove your differentiators.
- Ensure that everyone in the firm communicates in a way that speaks to your differentiators.





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Free Differentiation Review

✓ For webinar registrants only!

› **We'll discuss:**

- Key challenges
- Your current approach
- Differentiation opportunities

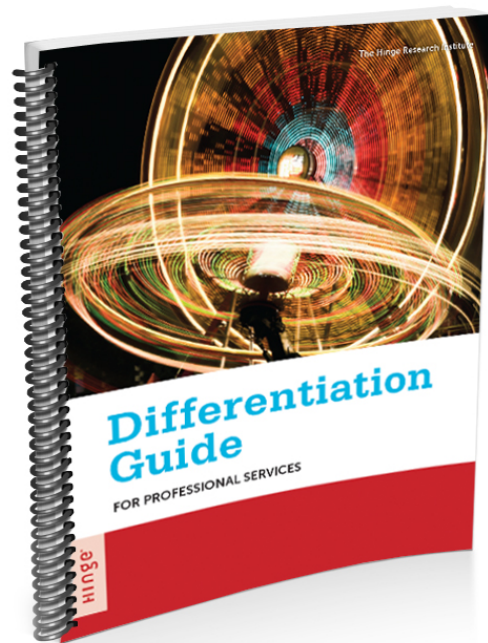


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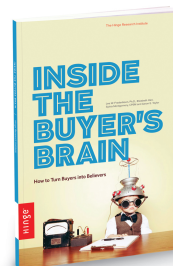
Free Resources



Differentiation Guide



Online Marketing for Professional Services



Inside the Buyer's Brain

Available at:
www.hingemarketing.com/library



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Thank you! Questions?

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