

What's really different about your company, product or service?

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By Jim Logan

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Assuming you're not the only company on the planet that provides products and services similar to yours, what is it about your offering that's unique? As with benefits you offer your customers, your uniqueness needs to be tied to things valued by your customer. Your uniqueness is your 'orange'...your 'orange' as compared to other's 'apple.'

Being different only counts to the extent your target customers acknowledge the difference as a benefit. For example, if your difference is that you support 1000+ color choices for your 'widgets' however, your target customers only buy or care about 4 basic colors, then your difference in having 1000+ color choices is of no benefit to your customer and has little to no market value.

Your difference has a shares space with your benefits as the ground you stand on to compete for your prospective customer's business. The things you highlight as differences are the items you most want to compete on and are in effect 'traps' you set for your competition.

Look for difference in your offering that is tied to the use of your product and service. Your difference is your unfair advantage over your competitors. Another way to look at it is your benefits are what your customer gets from your products or services; your difference gives cause as to why your benefits and solution are unique.

Remember...Difference without benefit is of no value to your customer. Be sure to highlight difference that is recognized by your customers as benefits they are willing to pay for.

Jim Logan is founder of Accelerate Business Group, LLC, a revenue growth company. Accelerate Business Group partners with their customers to build revenue the only three ways possible – getting more new customers, increasing the value of your average sale, and getting more repeat business. Jim can be reached at <http://www.jslogan.com>.

MLM versus Pyramid

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By Gino Harteel

Many people don't know the difference between MLM and pyramid, and I must admit sometimes the line between the two is very thin, but as a simple rule you can see the difference rather quickly by asking yourself the following question ?

"What is more important ? The product or service or recruiting new affiliates or members ?"

A company, any company can ONLY survive when they sell products or services !!!

Then, and only then, they can pay you as an affiliate or member.

When you get commission on recruiting other members WITHOUT selling any product or service you are involved in a pyramid and my advice to you, get out a.s.a.p.

If you are attracted to the mlm, as I am, find yourself a good product or service which you really like, of course use the product yourself, test it, abuse it and if you are still convinced this product or service is the best you have ever seen and you believe every soul on this planet should know about it, than go for it.

For me it is promoting the UK Lotto and Euro Millions through mlm, you can check

for more info.

Good luck to you and find yourself a good product or service sold by a reputable mlm company.

Gino Harteel has been involved with mlm since 1997 with ups and downs. On

you

can find out what has been working very well for him.

MLM versus Pyramid

Electric Wheelchairs

THOUGHTS ON CREATING A POSITIVE BRAND IMAGE

The Instant Entrepreneur

Ask Mr. D – ECommerce Sales

Free List Pro

BEFORE You Borrow Money

QuickSite – Put an end to slow loading pages

Brian Garvin's MLM Secrets

English Slang Dictionary

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