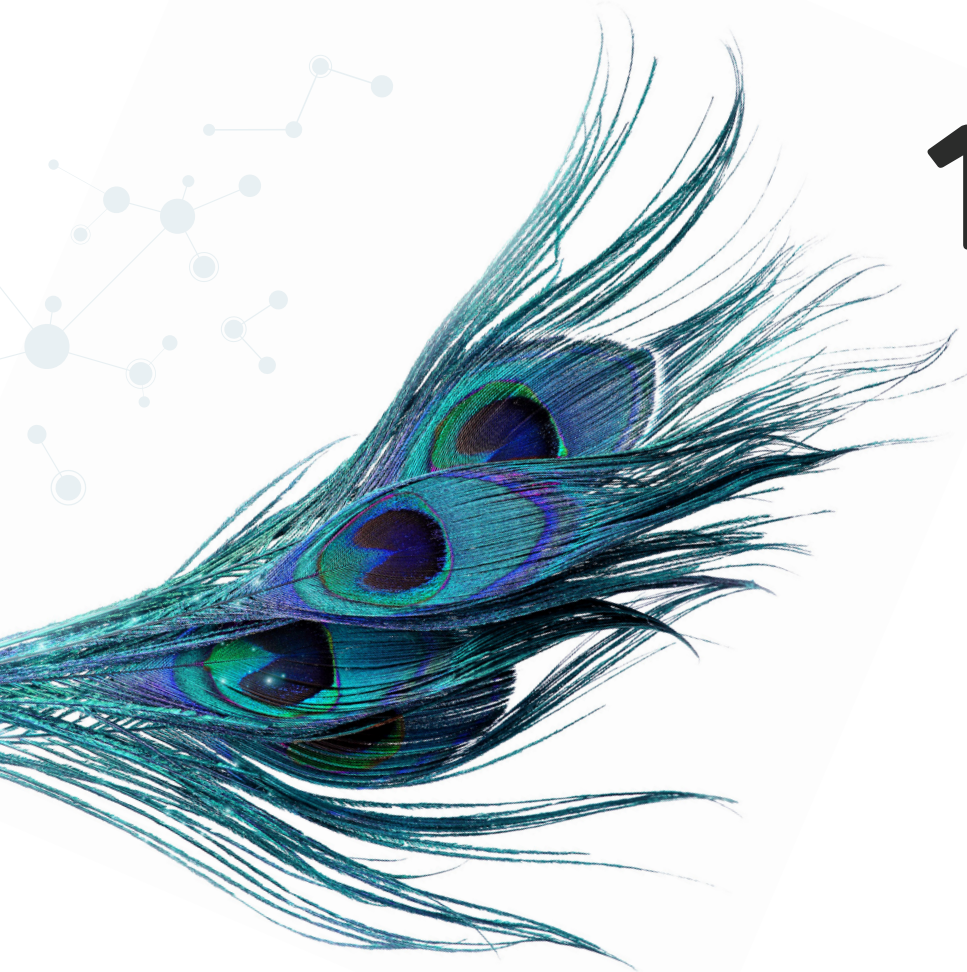


differentiation:

your solution story checklist

In well-defined categories, many companies can solve the same problems with similar capabilities and pricing. How can you make sure your solution stands out?

Use these three guidelines, backed by behavioral research, to make your solution appear more unique, credible, and appealing to your buyers.



1

share telling details

Use rich, detailed language about your capabilities to make your message more buyer-centric and concrete.

Enhance your solution story with descriptive words, phrases, and examples that help the buyer better “experience” what you’re describing and boost their confidence that your solution offers the most value.

You’ll know your message hits the mark when it’s:

- **Buyer-focused** – It uses language like “you can” and “that means” to frame each capability in terms of how each capability applies to the buyer.
- **Specific** – It includes more specific information, including quantitative values to describe each capability.
- **Detailed** – It elaborates on each capability and uses examples to enhance and illustrate the value.

Using this level of detail and specificity adds depth to your message, making it more concrete and believable. The extra details might make your message longer, but they also bring more clarity and focus to otherwise fuzzy capability descriptions.

2

throw away superlatives

Avoid using fluffy and flashy superlatives to superficially dress up your message.

People aren't persuaded by exaggerated marketing language. Those superlatives make it difficult for buyers to understand what you're offering. Buyers need to work harder to filter through your words and interpret what you're trying to say.

Fight the urge to add in superlatives like "cutting-edge," "all-in-one," or "end-to-end." Instead, use easy-to-understand language and elaborate with telling details to assign greater credibility and value to your claims.

3

fall back on features

If you can't include all the telling details, describing features in detail will perform better than just stating benefits.

Contrary to the nearly universal admonition to "sell benefits, not features," research shows that a detailed, features-only message performs better than a message that only touts the benefits of your solution.

Shorter is not always better. When you shorten your message and choose between features vs. benefits (instead of including both), you're 60–80% less likely to persuade prospects to choose you. But if you're forced to choose, focus on the features.



Avoid the Parity Trap

Positioning the exact same features in a different way completely changes your buyer's perception of value and preference for you.

Get this behavioral research report and learn how to make your solution stand out in highly competitive categories.

GET THE RESEARCH

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