

# Your Unique Champions Position Worksheet/ Prompt Sheet

Use the prompts below to review your current uniqueness's and similarities to your competition and to uncover or develop REAL Uniqueness's



#	Unique Champions Position	Currently	Competition	As Champion
1	Customer Service: Served in 3 minutes or its free			
2	Quality: Only organic produce used			
3	Technology: We have the latest and fastest ovens			
4	Specificity: 11 Secret herbs and spices			
5	Product: Unique in itself			
6	Convenience: More locations / Drive through service,/ talk to an operator			
7	Quick Response: Delivered in 30 min or its free			
8	Aesthetics: Create a visually pleasing environment			
9	Information: Tell the story of how you do what you do			
10	Personal Involvement: Deal direct with the owner			
11	Precision: Painstakingly produced using only the finest ingredients			
12	Design: Thicker Sandwiches, stronger metal, personalised to suit			
13	Distribution: Available in every suburb			
14	Trust: In business for 27 years			
15	Qualification: Our chef trained in France			
16	Price: We will discount on lowest price			
17	Added value: Free Coffee			
18	Risk reversal: 100% no questions asked money back guarantee			
19	People: Better trained and highly qualified			

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20	Systems: Consistent product or service delivered on time			
21	Range: Biggest Range OR 68 different dishes on menu			
22	On time or its FREE!			
23	Exclusivity: Only available from us			
24	Scarcity: Only available to 'certain qualified clients'			
25	Simplicity: Easier to make/get to			
26	Flexibility: Have it as you want, colour, size, style etc.			
27	Size: Biggest distributor of a particular product or service			
28	Remove the frustration from the customer: Quick and easy			
29	Eliminate embarrassment for your customer – Your identity will remain anonymous			
30	Safety: Volvos are the safest cars (tested etc)			
31	Experience: 31 Years in the industry			
32	Parallel Experience: 12 years in military service			