



# Assess Your Company's Competitive Advantage

**Finding Your Competitive Advantage:** Using the format below, identify your competitive advantages by rating each area of your business. At the end, add up your score and determine the areas for development based on the score sheet below.

Area of Business	Rating (1 – 10 with 10 being high)
Product Line <i>(Depth &amp; Breadth relative to competitors)</i>	
Product Performance	
Pricing <i>(Relative to competitors)</i>	
Distribution/Shipping/Delivery of Service	
Internal Systems <i>(Effective processes that are problem free)</i>	
Support Staff <i>(Performance, Accountability)</i>	
Sales Staff <i>(Process, Closes)</i>	
Client Contact Staff <i>(Presentation Skills, Experience, Personal Interaction, Certifications, Education)</i>	
Company Size <i>(Relative to competitors)</i>	
Reputation	
Time in Business <i>(The longer in business, the higher your rating)</i>	
Investment in Company <i>(How much your company invests in technology, staff development, facilities, equipment, etc.)</i>	
Brand Strength	
Market Position	
Government Relations	
Warranties/Guarantees	
Patents	
R & D/New Products <i>Improved methodologies/Innovation</i>	
Specific items for your business & industry <i>(Distribution, manufacturing, services that are unique in your industry in which you excel)</i>	

## Rating Results (Maximum Rating – 200)

**150 – 200:** You have worked hard at creating a Competitive Advantage and are excelling. Now ask your customers to do the same rating so you aren't fooling yourself.

**100 – 150:** You have begun to create a Competitive Advantage position for your company and can move up the rating scale by focusing on the areas where your ratings are low. Check in with customers to focus on priorities for improvement.

**Less than 100:** There's nowhere to go but up! Communicating with your customers and getting feedback from them will help you focus on the most important areas of improvement. Move quickly so you don't fall further behind your competitors.

