**COMPETITIVE ADVANTAGE SPREADSHEET**

This template is designed to assist companies in thinking about what gives a product or service a competitive advantage and to help them rank their own product and service lines. Comparisons will be made between you and your competitors.

Criteria in the first two categories address how a customer might evaluate a company’s product or service offering based on how unique it is. Criteria in the third category address the relative sustainability of competitive advantage in the face of market competition.

**USING THE SPREADSHEET**

The following steps outline how to use the service and product differentiation worksheet:

1. Rate your product or service relative to the competition according to the criteria by assigning a numeric value; rating from 0-10, 0 being no advantage and 10 being complete advantage.
2. Weighting may be adjusted if a particular criteria is of strategic importance to your company.
3. The worksheet will multiply the rating by its weighted value to derive a total value.
4. Higher scores imply greater competitive advantage through differentiation.
5. If the same criteria are used, and values are consistently weighted, results should be comparable across services and products.

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|  |  | PRODUCT AND SERVICE DIFFERENTIATION WORKSHEET  Service or Product  Name:  Date: |  |
|  |  |  |  |
| CRITERIA | COMPETITIVE RATING | WEIGHTED VALUE | TOTAL VALUE |
| Related to the product being offered: |  |  |  |
| 1. **Product or service benefits (cost savings, service improvement, etc.)** |  |  |  |
|  |  |  |  |
| Unique feature of offering |  |  |  |
|  |  |  |  |
| Perceived quality of offering |  |  |  |
| Related service(s) provided with offering – pre- and post-sales |  |  |  |
| Presentation of offering to prospective clients |  |  |  |
| Price of offering  Delivery method for your offering |  |  |  |
| Time to delivery  Relationship of your offering to complementary offerings  **Sub-total**   1. **Criteria related to your company:**   Geographic location of your office(s)  Convenience of buying from your company  Knowledge about your offering  Relationship to customers (shared knowledge, values, trust, etc.)  Company image  Long-term vision of your company  Strategic alliances, partnerships or memberships  Financial stability of your company  **Sub-total**   1. **Criteria related to your market:**   Position of your offering in market (early, medium, late)  Ease of entry into market (time, cost, barriers to entry, etc.)  Requirement for ongoing innovation of the offering  Product obsolescence time frame  Vertical market or niche market opportunities  **Sub-total** |  |  |  |
| Total |  |  |  |