

WORKSHEET

Unique skills to differentiate ourselves with

Among all my assets, knowledge, skills, etc., do I have one that is unique, with which I can differentiate myself / my company... and dominate a market?
Four questions that will help me discover them. If we answer all of them yes, they are:

STEPS

1

Is this capacity/ability/knowledge difficult to copy?

2

Is it sustainable over time? (it is not something that I have in a punctual and circumstantial way)

3

Does the customer value them and is they willing to pay more for them?

4

Could we use it in other activities and enter new sectors?