



KNOW & ALIGN ON YOUR TOP 3 DIFFERENTIATORS

Worksheets

[Click here to go to the article with details on how to use this worksheet.](#)

Instructions:

Write down your organization's top 3 differentiators. What makes you different from the competition?

DIFFERENTIATORS	CUSTOMER SEGMENT	HOW WE WILL ARTICULATE THEM
Ex. Our trucks are mostly fuel-efficient	Logistics company	Running cost will be lower because they consume the least amount of fuel
	Military	Our trucks can go on a larger distance without the need of refueling



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Notes:

A large rectangular area filled with a light grey grid pattern, intended for taking notes. The grid is enclosed by a thin grey border.

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