

Your Benefits & Negatives vs. Your Competitors ©2019 Marlene Jensen

<i>First list every benefit offered by your first competitor. Then list all additional benefits of your second. Then any additional of your third, etc. Finally list any new benefits from your offering. Checkmark which competitors offer each benefit.</i>	BENEFITS offered to Customers				
	YOUR	Competitor1	Competitor2	Competitor3	Competitor4
	BUSINESS				
<i>First list every negative in your first competitor's product. Then list all additional negatives of your second. Then any additional of your third, etc. Finally list any new negatives from your offering. Checkmark which competitors have each negative.</i>	Negatives customers must put up with				
	YOUR	Competitor1	Competitor2	Competitor3	Competitor4
	BUSINESS				