



Module 6

Go in Strong

One of the biggest challenges for companies expanding to a new country, is creating demand for the product or service that they are offering. In this module we will find ways to be unique and stand out from the crowd.

Competitive Positioning

	Competitive (maintain position)	Distinct (competitive edge)	Breakthrough (dominance)
Product (tangible purchase)			
Service (intangible purchase)			
Relation (intangible non purchase)			

- Where are you today?
- Where do you want to be?

Remember you don't need to be breakthrough in all 3 categories



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What will it take to get you there?



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Think about ways to stand out of the crowd.

- is being different an advantage in your industry?
- Can you excel in a niche market?
- Are there ways to turn your so-called weakness into a strength?

