



Differentiation

CMI

Creating Your Position In The Market Place

Session objectives:

- To help you think through your differentiation strategy and branding
- To teach techniques on how to develop differentiation in the market place
- To teach definitions that will assist you in branding and differentiating
- To promote dialogue between participants on differentiation and strategy
- To learn, to grow and to give consumers a choice

In this dynamic talk, Bruce will engage participants in looking at their companies from the question of, “How can we make them unique in the industry and attractive to customers?” We will investigate what makes companies attain commodity status and what makes companies attain specialty status. We will consider the possibility of leading with customer intimacy, product innovation and operational excellence.

Participants will be asked to define their strategic competencies. Branding and icons can be useful in this process. Bruce will use his experience in working with various companies to illuminate this presentation. This talk is designed to be practical and have lots of “take home” value.

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