Solution positioning and differentiation: checklist

Customers often compare solutions. It's important you hold a clear and unique proposition, that clearly differentiates your solution from your competitors'.

When you compile your listing, make sure you benchmark your messaging and content against that of your competitors.

Ask yourself these questions:

☐ Is the messaging on our cloud retail solution different from that of our competitors?

☐ Have we clearly highlighted the value we offer to customers?

☐ Have we identified key compelling business pains the cloud solution solves, and benefits it delivers, rather than just listing features?

☐ Have we clearly articulated what we do best?

☐ Have we mentioned who will benefit most from our cloud retail solution?

☐ Do we offer prospects a self-driven buying journey?

☐ Do our messaging and language speak to a specific buyer persona?

☐ Have we carved out a unique position in the market?

If you answered ''no'' to any of these questions, you should revise your listing until it ticks all the boxes.