



“Ever since we updated our brand, we walk and talk like a larger company. Potential clients seek us out more than ever.”

First Impression Workshop

You Have One Chance to Make a First Impression - The Importance of Competitive Positioning

When you go to a retail store, and you're faced with a shelf full of similar products, what makes you pick one product over the others? Your knowledge of the brand? Your previous experience with it? The values the company upholds? The look and feel and image the company projects?

This same dynamic happens in the business-to-business world. A good first impression is crucial for forging profitable, sustainable, and long-term partnerships. When buyers have a need, they are faced with evaluating a plethora of companies that could provide similar products or services. What is it that separates these companies from one another and ultimately wins clients over?

Buyers can “rack and stack” providers or suppliers simply and easily. There is mounting pressure for companies to make sure first interactions with potential clients are the very best they can be in order to set the bar as high as possible when compared with their competitors. Companies face this dilemma everyday. How can you separate from the pack?

In this workshop, we will review the competitive landscape in which you operate. Together, we will take an objective look at how your competitors stack up against you, why they may win or lose deals, and what you can do to strengthen your competitive advantage.

Benefits and Outcomes

This workshop is dedicated to probing your competitive landscape. Prior to meeting, we will delve into your industry and share unbiased and objective feedback about how you are perceived versus your competitors. Working together in an off-campus environment, we will tackle the following:

- * Provide objective feedback on how your company is positioned
- * Understand the competitive challenges you wish to overcome
- * Capture what you feel makes your business unique
- * Document the strengths and weaknesses of your competitors
- * Explore new ways to strengthen your competitive advantage

Our practitioners have no vested interests, therefore they give plain-speaking assessments without prejudice. Moreover, their years of experience let them inject breakthrough thinking, helping clients reconfigure ideas and leverage existing assets in ways they couldn't see themselves.



To assess and improve your company's market impressions, contact Delve at 212-255-3870 or email us at info@delvegroup.com