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Creating Competitive Advantage Give Customers

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The eye-opening book Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors reveals that identifying your competitive advantages (and trumpeting them to the marketplace) is the most surefire way to close deals, retain clients, and stay miles ahead of the competition. The five fatal flaws of most companies:

Creating Competitive Advantage: Give Customers a Reason to ...

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Creating Competitive Advantage: Give Customers a Reason to Choose You Over Your Competitors. When advising a CEO frustrated by his salespeople's inability to close deals, Smith discovered that his company stayed on schedule 95 percent of the time – an achievement no one else in his industry could claim.

Creating Competitive Advantage: Give Customers a Reason to ...

Give Customers a Reason to Choose You Over Your Competitors. Creating Competitive Advantage outlines her exclusive concepts on value selling and the process that has taught thousands of business executives how to create a targeted content marketing strategy. Identify and align your relevant competitive advantages to help your company's marketing...

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