

Positioning Yourself for Export Success

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Why will a U.S. customer buy from you instead of from the U.S. firm down the street? Because your abilities best match their needs. So your first critical task is to identify what it is about your abilities that sets you apart from your competitors.

Step 1: Fill in what makes you different (i.e., anything out of the ordinary):

DIFFERENTIATION BASIS

YOUR FIRM

Type of expertise _____

Range of expertise ☐ specialized ☐ multidisciplinary

Type of customer ☐ government ☐ private ☐ nonprofit

Size of customer ☐ small ☐ medium ☐ large ☐ MNEs

Size of sales/contracts ☐ \$.1-.5 million ☐ \$.6-1.0 million ☐ \$1.1 million +

Geographic experience In Canada: _____

Abroad: _____

World class performance Meet _____ standards.

Awards: _____

Track record _____ % on time _____ % on/under budget

Quality assurance _____

Other _____

Step 2: Highlight your one or two most important features described in Step 1.

You will want to focus your export development resources on promoting these features and finding potential customers who value them.

Step 3: Determine the strategic implications of Step 2 by completing the following:

"Because we choose to compete based on _____, we need to prepare by" (check any that apply):

- ☐ Modifying our promotional materials
- ☐ Getting testimonials from the following customers _____
- ☐ Getting referrals from the following customers _____
- ☐ Preparing professional presentation papers _____

Step 4: Determine who and where you will target based on your answers in Step 1:

Primary customer need _____

Type of customer _____

U.S. region/city _____