



# BE THE GO-TO

How to Own Your Competitive Market, Charge More,  
And **HAVE CUSTOMERS LOVE YOU FOR IT**

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## Worksheet

### Are You Indeed a Me-Too? Take This Little Test to Find Out

No	Yes	
<input type="checkbox"/>	<input type="checkbox"/>	Are most of your sales opportunities non-competitive?
<input type="checkbox"/>	<input type="checkbox"/>	Are you able to charge premium prices, regardless of what the competition is charging?
<input type="checkbox"/>	<input type="checkbox"/>	Is it easy for prospective customers to quickly grasp what your product or service does?
<input type="checkbox"/>	<input type="checkbox"/>	Is it easy for them to quickly see what makes your offering unique?
<input type="checkbox"/>	<input type="checkbox"/>	Is it crystal clear as to why a prospective customer should turn to you instead of someone else?
<input type="checkbox"/>	<input type="checkbox"/>	Is it difficult for a buyer to do an apples-to-apples comparison of your offering vs. a competitor's?
<input type="checkbox"/>	<input type="checkbox"/>	In one sentence, can you state what you stand for?
<input type="checkbox"/>	<input type="checkbox"/>	Can you state it in one brief phrase?
<input type="checkbox"/>	<input type="checkbox"/>	Can you capture it in 1-2 words?
<input type="checkbox"/>	<input type="checkbox"/>	Would we get the same answer from each of your employees? Customers?
<input type="checkbox"/>	<input type="checkbox"/>	Can you make claims about the results you deliver that no competitive alternative can say?
<input type="checkbox"/>	<input type="checkbox"/>	Do your proposals, marketing materials, website, etc. have a unique voice?
<input type="checkbox"/>	<input type="checkbox"/>	Do you have such a strong market position that customers actively seek you out?
<input type="checkbox"/>	<input type="checkbox"/>	Do talented recruits actively seek to work for you vs. your top competitors?
<input type="checkbox"/>	<input type="checkbox"/>	Is the market willing to pay a premium for your stock?

If you answered, "No," to *any* of the questions, you have a problem. If you answered, "No," to *more than half*, you are a me-too ocommotidy and in dire need of a course correction.

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