

# Coaching Yourself™: Improved Business Practices and Profits

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## Introduction

The Coaching Yourself™ publications are designed to help you think creatively about the direction and alternatives of managing the business. These documents in themselves do not provide solutions, but instead focus on the ten best questions by category that will lead to the answers. You are the best expert on your own business in your own market. Taking time to understand the most important issues, defining the desired goals, and prioritizing activities to achieve these goals provides a basis for proactively managing the growth of your business where you want to take it. You do not know what you do not know.

## Product/Service

What makes your product or service the best? People buy products and services that they need or want. Your product/service offering must address a need or a want and it must be considered of value to the customer. Formulating your offering and packaging to provide a unique and competitive value to your target audience is a continuous process responding to changes in the business environment and competition.

1. Why is your product/service better than any other?
2. What other products and services can you offer your same customers?
3. Does your product/service require warranty work? Is this built into the price?
4. How can the offering be improved? And then improved again?
5. Can you offer products scaled to different price points?
6. What product/service will eliminate the demand for yours? Can you offer it?
7. What is your product/service greatest weakness? Can it be eliminated? Improved?  
(repeat)
8. How can your product/service be changed to address new markets?
9. What product/services should you eliminate?
10. Are you asking your customers how your product can be improved?

## Resources:

Product Differentiation: [http://en.wikipedia.org/wiki/Product\\_differentiation](http://en.wikipedia.org/wiki/Product_differentiation)

Helium (article): <http://www.helium.com/items/1808015-business-differentiation-strategy>

Winning Message LLC: <http://www.differentiating.net/>



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