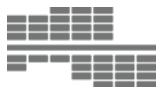


DISTINCTIVE COMPETENCIES:

Why There's No Such Thing as a Commodity

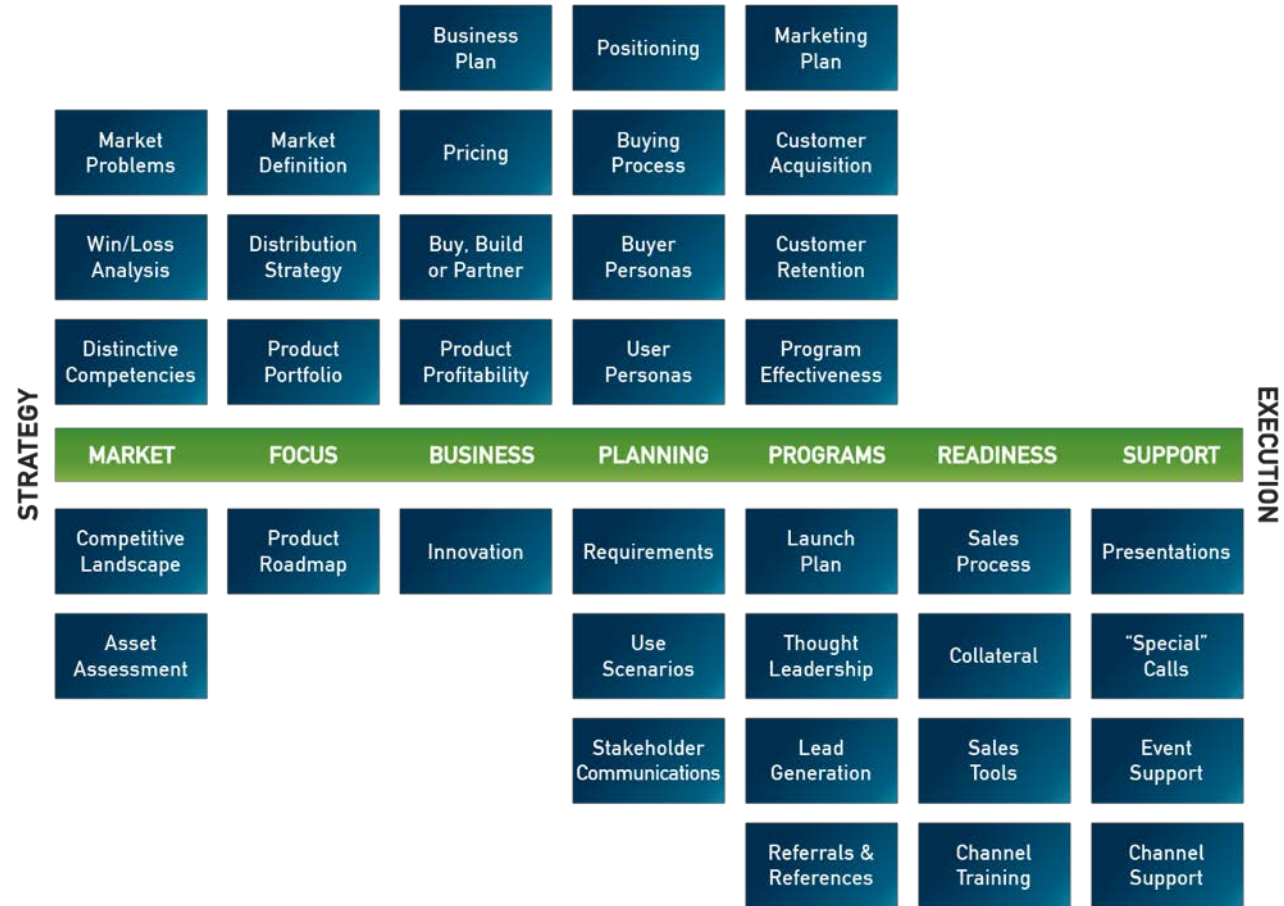


Pragmatic Marketing

Mark Stiving
Pragmatic Marketing Instructor



about us



Experts in technology product management and product marketing

Specialize in training

Trained hundreds of thousands of people at thousands of companies since 1993



presenter



Mark Stiving Pragmatic Marketing Instructor

With more than 20 years of experience in business startup, development, management, turnaround and sales/design engineering, Mark Stiving has helped companies create and implement new pricing strategies to capture more from the value they create, and has consulted with Cisco, Procter & Gamble, Grimes Aerospace, Rogers Corporation and many small businesses and entrepreneurial ventures.



What are distinctive competencies?

Core competencies



Competition does not have it



Not easily copied

Usually NOT a product feature



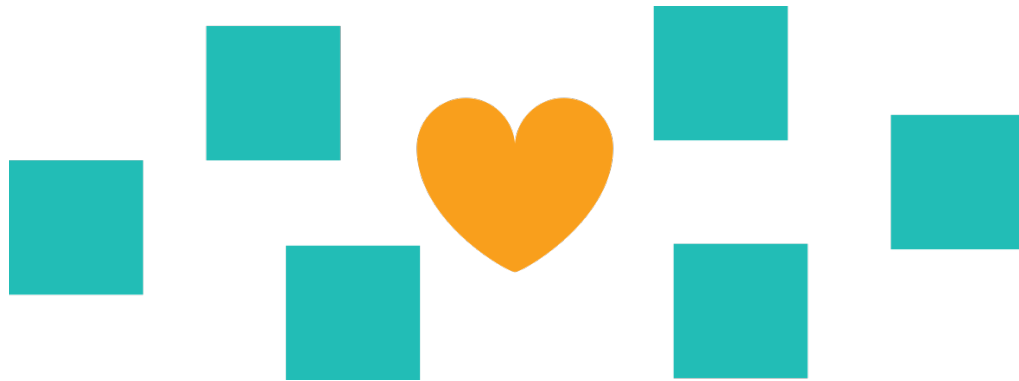
Disney

amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a thick, orange, curved arrow that starts under the 'a' and points towards the 'n', resembling a smile.

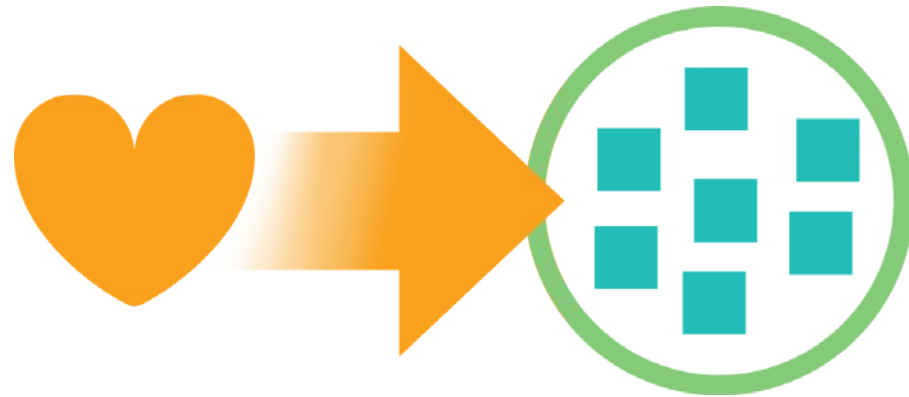
Why do they matter?

Differentiation



Why do they matter?

Barriers to entry



THE POWER OF Distinctive Competencies in Action



How would some of today's biggest companies behave if they entered these known markets?



Interaction, interaction, interaction

AKA: we need you

Disney

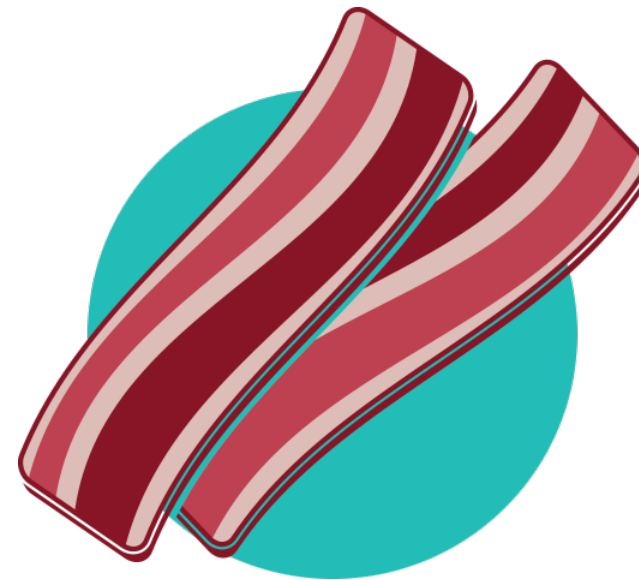
Disney



Disney



Disney



Linked

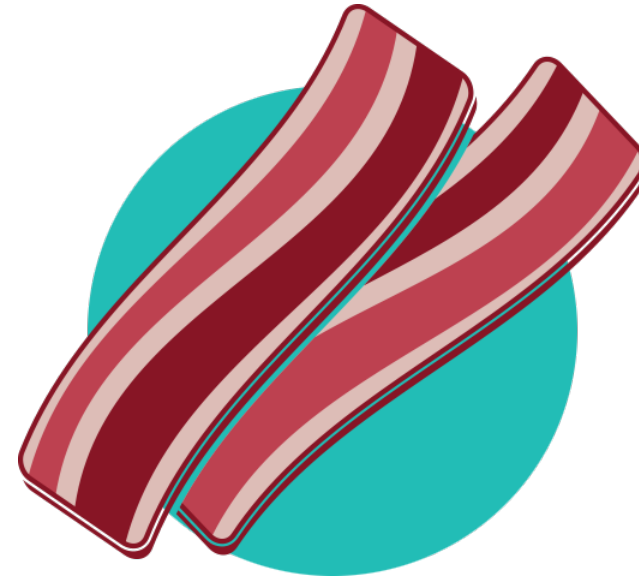
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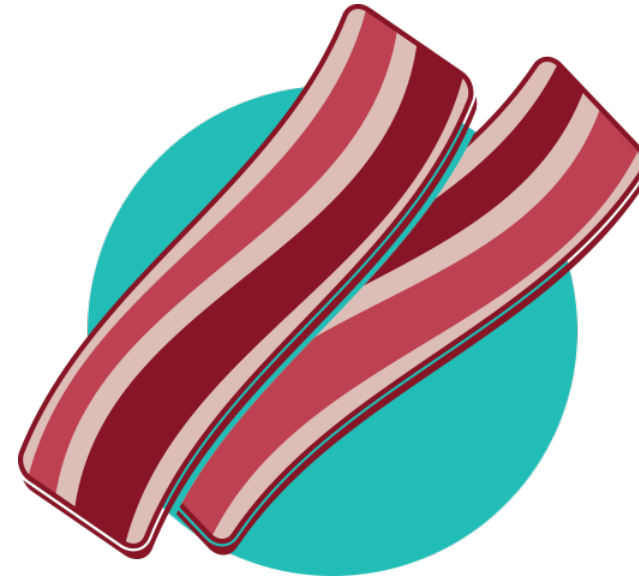
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VOLVO

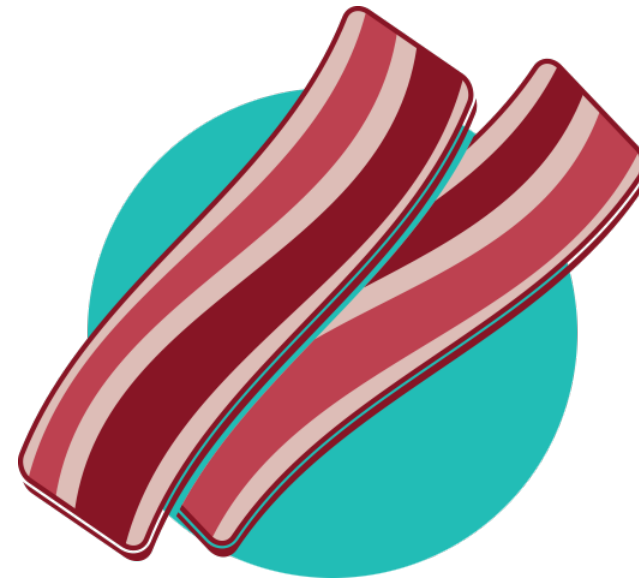
VOLVO



VOLVO



VOLVO





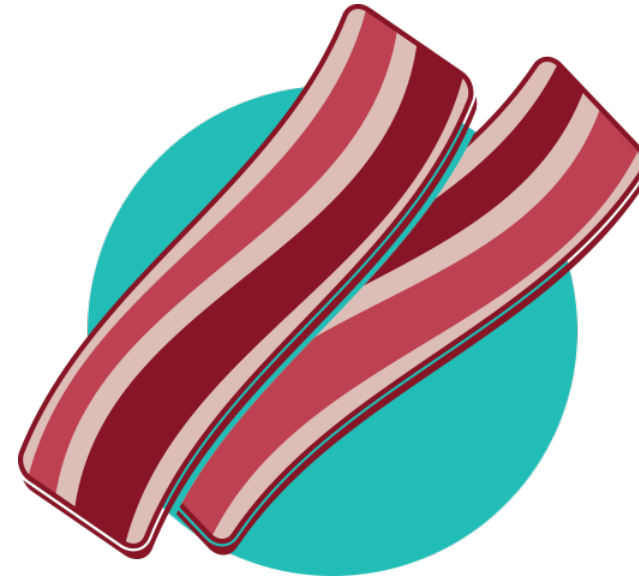
Walmart



Walmart



Walmart



Three lessons from today's exercise

**Power of
distinctive
competencies**



**More
differentiation for
your products**



**Products are
rarely
commodities**





contact



Mark Stiving

mstiving@pragmaticmarketing.com
blog: pragmaticpricing.com



Rebecca Kalogeris

rkalogeris@pragmaticmarketing.com
@pragmaticmktg

Thank You for attending!

Join us for next month's webinar:

Transform Your Customer Relationships Using the Right Sales Collateral



JAN Product Portfolio	FEB Win/Loss	MAR Stakeholder Communications
APR Requirements	MAY Distinctive Competencies	JUN Collateral
JULY Product Profitability	AUG Referrals & References	SEP Innovation
OCT Customer Acquisition	NOV Customer Retention	DEC Market Problems