

**COMPETITIVE ADVANTAGE AUDIT FORM**

**Part I  
Your Company**

1. What is your company's # 1 competitive advantage?

\_\_\_\_\_

\_\_\_\_\_

2. Does it meet the criteria of the definition?

Yes    No

- Is it objective, not subjective (is stated with supporting facts and not merely "opinion")?      \_\_\_    \_\_\_
- Is it quantifiable, not arbitrary?      \_\_\_    \_\_\_
- Can it be (or, at least currently, is not) stated by the competition?      \_\_\_    \_\_\_
- Is it a cliché?      \_\_\_    \_\_\_
- Is it sustainable?      \_\_\_    \_\_\_

3. Do your employees know your competitive advantage?  
And, can they state it?

\_\_\_    \_\_\_  
\_\_\_    \_\_\_

4. Is it perceived by your customer as a competitive advantage?

\_\_\_    \_\_\_

When was the last time you surveyed your customers?

Market Research      \_\_\_\_\_ (date) \_\_\_\_\_

Customer Service Survey      \_\_\_\_\_ (date) \_\_\_\_\_

5. Is your competitive advantage prominently displayed in your marketing/promotional materials?

\_\_\_    \_\_\_

If so, which ones? \_\_\_\_\_

\_\_\_\_\_

How effective has it been in generating new business? (0-10)

(0= no impact; 10= exceeds your every expectation)

\_\_\_\_\_

Where is it not showing up that it should? \_\_\_\_\_

\_\_\_\_\_

- |   | Yes | No  |
|---|-----|-----|
| 6. Are enough of your salespeople using it?                                       | ___ | ___ |
| 7. Is it used <b>consistently</b> by <b>all</b> your salespeople?                 | ___ | ___ |
| 8. Do your salespeople truly have a story to tell different from the competition? | ___ | ___ |

How does it differ? \_\_\_\_\_

\_\_\_\_\_

9. Have you created “brand” positioning because of your competitive advantages?

\_\_\_ \_\_\_

If so, how? Please describe what are the characteristics your customers think of when your name is mentioned.

\_\_\_\_\_

\_\_\_\_\_

10. Does your corporate culture reflect your competitive advantage positioning?

\_\_\_ \_\_\_

In what ways does it not?

\_\_\_\_\_

\_\_\_\_\_

11. What competitive **dis**advantages do you currently have that must be addressed? What operational decisions must be made to support that change?

\_\_\_\_\_

\_\_\_\_\_

12. What can you do that is “new” to create a competitive advantage?

\_\_\_\_\_

13. Finally, and most significantly, how will your competitive advantage change the behavior of your customers/prospects?

What will compel them to buy from you and not the competition?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Part II**  
**The Competition**

1. Please state your top two competitors and your perception of their competitive advantages:

<u>Competitor</u>	<u>Their Competitive Advantage</u>
_____	_____
_____	_____

2. Does your competitive advantage provide you with a better sales position than those stated above?

Yes                  No  
\_\_\_\_\_                  \_\_\_\_\_

In what ways?

\_\_\_\_\_

\_\_\_\_\_

What percentage of your customers ask for a discount? \_\_\_\_\_%

3. How often do you have to lower your price to win because your company cannot demonstrate any significant competitive advantages? \_\_\_\_\_%

4. Who is the market leader in your industry?

\_\_\_\_\_

If it is not your company, what is their competitive advantage?

\_\_\_\_\_

\_\_\_\_\_

5. What do you need to do to compete more effectively?

\_\_\_\_\_

\_\_\_\_\_