



Stand out from your competition

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Why STAND out?

Only 50 percent of businesses make it past the first five years and one-third make it past the 10-year mark.

Although there are plenty of reasons why businesses fail, lack of differentiation is one that often tops the list.

Let me give you
an example....

Advert – “we
specialize in all
types of
photography”

MARIA EMILI
PHOTOGRAPHY



**We specialize in all
types of
photography!!!**

CALL +01 122 3456 78

Here is the problem....

- ❓ What does this even mean? What kind of photography
- ❓ To say you specialize in everything goes against the very idea of specialization

Had they said they specialize in wedding/baby/product, then I would have a much better understanding of what they can do



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WEDDING INC.

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WWW.PHOTOSBYBLESSED.COM | 619-518-4857





Studio Name

FRONT

Wedding Photography
PACKAGES & PRICES GUIDE

PACKAGE #1 \$500		PACKAGE #2 \$850	
1 Hour Engagement Session	1 Hour Wedding Session	2 Hour Engagement Session	2 Hour Wedding Session
40 Raw Photos	40 Raw Photos	70 Raw Photos	70 Raw Photos
Professional Photo Album	Professional Photo Album	Professional Photo Album	Professional Photo Album
One 4x6 Image	One 4x6 Image	One 4x6 Image	One 4x6 Image
30 Prints (Various Sizes)	30 Prints (Various Sizes)	30 Prints (Various Sizes)	30 Prints (Various Sizes)
PACKAGE #3 \$1200		PACKAGE #4 \$1800	
2 Hour Engagement Session	2 Hour Wedding Session	2 Hour Engagement Session	2 Hour Wedding Session
8 Hour Wedding Coverage	8 Hour Wedding Coverage	8 Hour Wedding Coverage	8 Hour Wedding Coverage
Professional Photo Album	Professional Photo Album	Professional Photo Album	Professional Photo Album
One 4x6 Image	One 4x6 Image	One 4x6 Image	One 4x6 Image
50 Prints (Various Sizes)	50 Prints (Various Sizes)	50 Prints (Various Sizes)	50 Prints (Various Sizes)

ADDITIONAL PRICES

PHOTO SIZE	PRINTS	FRAMES	CD-ROMS
8x10	\$1	\$1.5	\$2.5
5x7	\$1	\$1.5	\$2.5
4x6	\$1	\$1.5	\$2.5
3x5	\$1	\$1.5	\$2.5
2x3	\$1	\$1.5	\$2.5
1x1	\$1	\$1.5	\$2.5
10x10	\$15	\$20	\$25
12x12	\$20	\$25	\$30
16x20	\$35	\$45	\$55
20x24	\$55	\$70	\$85

TRADE SHOW BUYER TODAY
ALL OUR PRICES INCLUDE TAX & SHIPPING

BACK





Studio Name

FRONT

WEDDINGS
& PORTRAIT
PHOTOGRAPHY

YOUR BUSINESS
PHOTOGRAPHY



You cant serve everyone...

The exact opposite is true

- ❓ If you want to excel in business today, you have to differentiate your business if you want to stand out and get noticed. Otherwise, you'll just look like every other penguin in the flock.



Deliver extraordinary service...

What are some brands you believe offer extraordinary service and why?

Why does it matter?

- ❓ Customer service is a word thrown around too often
- ❓ Why is it so important?
- ❓ Simple, not only will you build better relationships with customers that result in greater brand loyalty, repeat sales, and lower marketing costs, but you'll build a workplace which attracts talented people who will stand behind your brand



Start Of Customer
Relationship Building Era

NORDSTROM



How many times have you walked into a big department store and felt lost, helpless, unattended to, and frustrated with the long queues to checkout?



Yet those are exactly the traditional shopper "pain points" that Nordstrom goes out of its way to eliminate as you shop in their stores.



Rethinking "business as usual" allowed Nordstrom to break away from the pack, and it can also serve your small business. In particular, this should inspire you to take a closer look at the customer journey or experience when when it comes to your own store.

How can you do this for your business?

- ❑ ask yourself, "how might you..." Help customers find what they're looking for faster?
- ❑ Help customers have a better experience
- ❑ Build a more personal relationship with each customer?
- ❑ Enable a unique experience with your product and service?
- ❑ Empower customers to spread positive word-of-mouth?

The Search for the Lost Diamond Wedding Ring



Address customer pain points

- ❑ If you want to win customers over, a great way to do that is to alleviate their pain
- ❑ In simple language – make their life easier
- ❑ Make them comfortable

What do you think of/feel when you think of a dental clinic?



- ❓ if you're like most people, you don't particularly enjoy going to the dentist. The lights, the smells and the sound of drills don't make for a pleasant experience. That's why many people avoid going to the dentist altogether.
- ❓ Dental Bliss wanted to change that perception and address this problem head on. That's why they created a dental practice with a spa-like atmosphere.
- ❓ Patients can enjoy refreshments and get a massage while they wait for their appointment. And while patients are getting treated, they can wear noise-cancelling headphones so they don't have to hear the sound of the dental tools.
- ❓ This dental practice has gone to great lengths to remove all of the barriers and common pain points to create an experience that is completely different than any other dentist you will find.



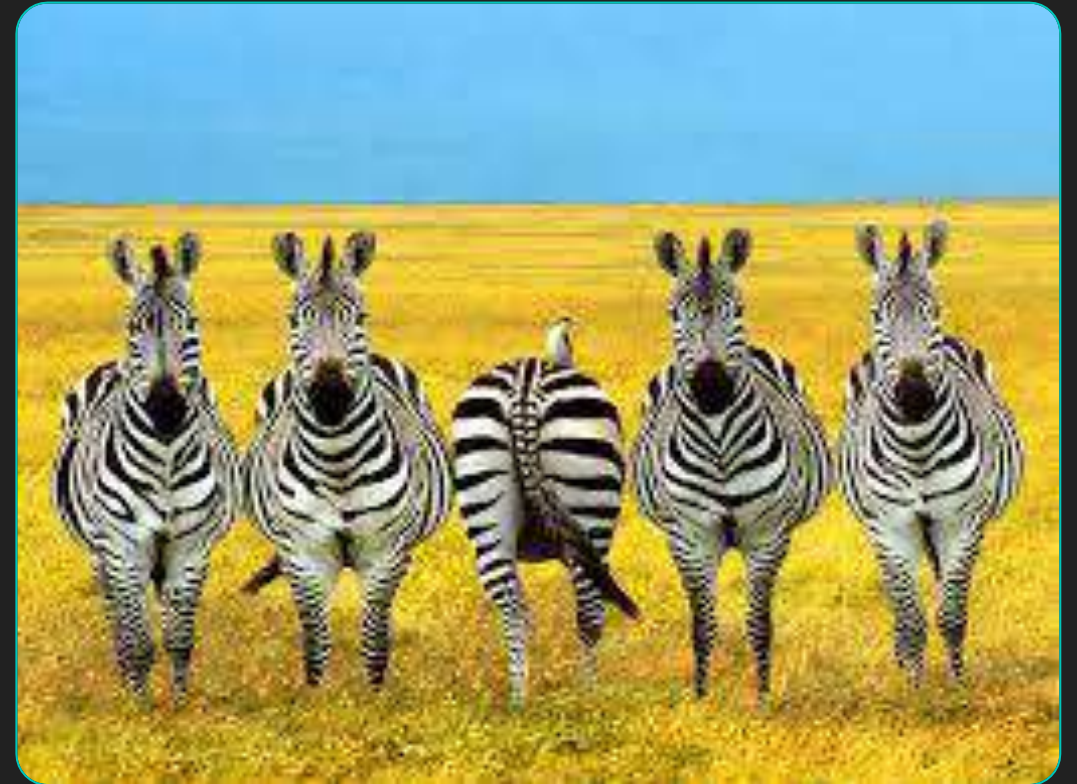
How can YOU stand out!

- ❓ Think about how you can solve a common problem for your customers and you're sure to stand out.
- ❓ **I want you to spend 1 minute on talking about your business and how you can solve your customers problems easier**

Do business differently than your competitors

If you want to stand out from your competitors, it pays to do business differently than they do.

Finding holes in their business model is a great way to set your company apart



How?

- ❑ Provide better value for money
- ❑ Provide faster delivery
- ❑ Look at your packaging – make it enticing
- ❑ Offering samples
- ❑ Offering value added service along with product
- ❑ Follow up for feedback

LUSH

- Advocates of LUSH are committed to *ethical* buying, and are obsessed with the purity that comes from a handmade item.
- LUSH's branding is simple and genuine, with great contrast between visuals that is simply not seen elsewhere. For that reason, the company has a massive brand-loyal following.



How they're doing it...

- ❑ Understands its customers -- appeals to the girl who's "had enough" and believes in what they believe
- ❑ Selfless with its products -- offers free samples and in-store trials on nearly everything
- ❑ Not selling an image -- the business is selling a viewpoint on how to define "beauty"
- ❑ Offers a one-of-a-kind retail experience like you're walking into an Etsy store in real life



Finding the differential is one thing.....

- ❓ **Failure to communicate value propositions in clear, concise and compelling fashion.**
- ❓ Be clear (are your customers unclear about who you are and what value you bring to them?).
- ❓ Be concise (are you somewhat clear but go on and on and on in your messaging?).
- ❓ Be compelling (do the words you use persuade your customers to take the action you want them to?)

Focus on a narrow niche

- ❓ When you try to serve everyone, you serve no one. This is especially true with service-based businesses.
- ❓ Adapting your model or approach for a wide variety of businesses is not cost effective for your business and it makes it harder for people to know if your company is a right fit.



Create a powerful offer or guarantee

- ❓ Guarantees are a great way to reduce the perceived risk of buying your product or service. Eliminating the hesitation for making a purchase can lead to more sales.
- ❓ Plus, a guarantee can also make your company seem more trustworthy and likable



30 DAY
MONEY BACK GUARANTEE

Create a cause marketing effort

- ❓ Giving back to the community through a cause marketing effort is a fantastic way to make a name for your company, while also doing some good.



Surprise and delight your customers

- ❑ Give free gifts
- ❑ Hand written thoughtful notes
- ❑ Do something out of the blue
- ❑ Select a random winner to use your product and service
- ❑ Give them a special kind of treatment for the day
- ❑ Give them the opportunity to meet their role model



- ❓ **Admit Mistakes and Fix Problems to Build Stronger Relationships.** Customers equate experience with brands. If they have even one bad experience that remains unresolved, they will write off the brand. And negative feedback spreads like wildfire through social media and word of mouth. You need to be on top of your game to improve the customer experience, sometimes by going far out of your way. One major point is to accept your mistakes, whether they are your fault or not. Customers prefer businesses that own up to their mistakes and take steps to correct them. In fact, customer relationships can actually be stronger after a problem than before, if handled well by your people.

Marketing...

- ❑ Improve visibility
- ❑ Online presence
- ❑ Run a monthly Facebook contest
- ❑ Giving social media shoutouts to clients who tag you in their posts
- ❑ Promote a new product or service with an Instagram giveaway
- ❑ Make sure everything is uniform and professional



Innovate, innovate, innovate

- ❓ **Come Up With Something New.** Continue to reinvent your company by adopting emerging technologies and introducing new processes, products and solutions. For example, make use of social media and mobile apps as a growing number of buyers prefer to find and work with you through their phones.

