

Session 9

5.4. Differentiation

Differentiation is the act of designing a set of important differences that differentiate the company offer its competitors.

5.4.1. Product based on

Classify in two extremes:

- Almost no variation
- High differentiation

5.4.2. Based services

When is not easy the differentiation, companies can classify in quality:

- Ordering
- Delivery
- Installation
- Customer training
- Advice to customers
- Maintenance and repair

5.4.3. Base on personal

The companies can advance in the market if the employee has good training.

The good training has six characteristics:

- Competence
- Courtesy
- Credibility
- Reliability
- Responsiveness
- Communication

5.4.4. Base on the image

The image has to be transmitted with all aspects, like logos, media, events and marks. When the companies present an image to the public, the customers absolve the perspectives of the product; the image is the emotional mental communication.

5.4.5. Base on the channel

When the companies obtain advance in a good elaboration of distribution channels.