

EXERCISE TWO

**Company Differentiation
Table 1**

	Your Feature	Competitor	Competitor	Competitor
1.				
2.				
3.				
4.				

**Identified Exclusive Company Benefit
Table 2**

	Exclusive Feature	Benefit	Result	Financial Return
1.				
2.				
3.				
4.				

**Competitor Exclusive Company Feature
Table 3**

	Competitor Exclusive Feature	Benefit	Result	Your Counterresponse
1.				
2.				
3.				
4.				