

Why Do Customers Buy – Comparison Worksheet

Customer WIIFM	Your Product	Competitor #1 Product	Competitor #2 Product	Competitor #3 Product	Competitor #4 Product
Solution					
Features/Benefits					
Performance					
Comfort/Security					
Image					
Quality					
Price					
Relationship					
Service/Warranty					
Selection					
Location					
Tradition					
Innovation					
Emotion					
Convenience					
Relationship Provided					
Fills What Motivation					
Hot Buttons Used					