15 COMPETITIVE ADVANTAGE STRATEGIES THAT WORK GREAT TODAY

1. PROVIDE LEGENDARY CUSTOMER SERVICE

To create memorable customer service always listen to your customers and try to understand them. Do your best to OVER deliver and to personally connect with your customers.

2.SIMPLICITY – THE NEW BUT SUPER POWERFUL COMPETITIVE ADVANTAGE

Making simple products means to keep the unnecessary out and put only the necessary in. These products save people time, efforts, and nerves. In our dynamic life, people are desperate for automated and simple products.

3. NEVER STOP INNOVATING

The more you innovate, the more you will be able to stay ahead of competitors. To be innovative ask customers how you could improve your product. Also, the difficulties and complaints can be a great starting point for your innovations.

4. OFFER A GUARANTEE

A guarantee shows you are confident enough in your product so you can stand behind it 100%.
To create a powerful guarantee look at your strengths, and research other business' guarantees for ideas.

5. OFFER PRODUCTS THAT BREAK A MYTH

Elon Musk and Tesla Motors have broken the myth that electric vehicles need to be slow cars with unpleasant design.
Aim to create products that extend customer expectations and bring them a huge and even unexpected value.

6.STRONG AND OBSERVABLE BUSINESS ETHICS

People are distrustful by nature. If you can show that ethics are a core element of your business, then you have a great competitive advantage. To create business ethics, you can do many things such as to become a Certified Compliance & Ethics Professional (CCEP), get a degree in ethics, hire people with a degree in ethics, and maintain a strong business ethics culture in your company.

7. Aim at Your Audience' Emotions

Emotional branding can help you create deep relationships with your consumers. Examples of emotional motivators that can drive customer buying behavior are: a sense of well-being, a sense of freedom, feel secure.

8.Build A Brand Community

A brand community is a group of people who use your brand as a platform to exchange ideas and share thoughts. An online community around your brand not only provides a great value to your customers but also keeps them engaged in long-term aspect.

9.Be Honest

The most important thing that consumers want from brands is honesty! Being honest means being open about both your strengths and weaknesses. When you are honest, you are able to create a relationship of trust with your customers.

10. Establish a Blog That Empowers Your Audience

People trust blogs. Your blog should be a place where your audience finds ways of resolving their issues and concerns. If you are consistently creating valuable blog posts, it'll help establish you as an expert in the industry.

11. CRAFTSMANSHIP AS A STRONG COMPETITIVE DIFFERENTIATION

Craftsmanship still matters in our digital world and become to gain sustainable power. Why?
Now, it seems like everything we purchase is mass-produced. Thereby, people are hungry for craft or something truly unique. The craftsmanship can be a strong promise for quality, reliability, beauty or precision.

12. CREATE COMPELLING BRAND STORYTELLING

A brand story can connect you with customers on an emotional level. Just remember, to be successful, your brand story must be authentic, not a sales pitch. It should be creative but based on reality.

13. GO GREEN

Going green shows your customers you don't put profits ahead of the environment.
Consumers all over the world are becoming more and more passionate about protecting the planet.
They are ready to pay more for products and services that support the green cause.

14. BUSINESS INTELLIGENCE AS A KEY TO GAINING COMPETITIVE ADVANTAGE

Today, Business Intelligence (BI) is critical for business success as it allows you to understand customer behavior, to spot buying patterns and sales trends, optimize processes, and even predict sales, and financial results. But the greatest power of BI is in its ability to help you see new opportunities and uncover what your customers would like in the future.

15. MAKE A RIGOROUS HIRING PROCESS

There's one thing that all the top companies in every industry have: talent.
The best companies have the best employees. Thereby those companies can deliver the best products and services.
No matter which sector you are working in, you should see people as your most valuable asset.