

Competitive Differentiation Survey Template

All questions are optional. Follow each question's directions.
Write your answers to the open questions in the space provided.

Think about the named product or service category. Answer from your own experience or expectations. Skip any offer you do not know well enough to compare; do not share confidential purchase details.

1. Which alternatives in this category have you considered?

2. Before today, had you heard of [focal offer]?

- ☐ Yes, and I know it well
- ☐ Yes, I know a little
- ☐ I have heard the name only
- ☐ No
- ☐ Not sure

3. Which factor matters most when you first compare options?

- ☐ Core capability
- ☐ Ease of use
- ☐ Total cost
- ☐ Reliability
- ☐ Support
- ☐ Access or availability
- ☐ Another factor
- ☐ Not sure

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4. How easy is it to see a meaningful difference between options in this category?

- ☐ Very easy
- ☐ Somewhat easy
- ☐ Mixed
- ☐ Somewhat difficult
- ☐ Very difficult
- ☐ I have not compared them

5. Based on what you know, where does [focal offer] differ most?

- ☐ Capability
- ☐ Ease of use
- ☐ Price or value
- ☐ Reliability
- ☐ Support
- ☐ Availability
- ☐ I do not know enough to say
- ☐ Another area

6. Would that difference affect which option you would consider next?

- ☐ Definitely
- ☐ Probably
- ☐ Unsure
- ☐ Probably not
- ☐ Definitely not
- ☐ I cannot judge the difference

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7. What proof or information would help you compare options more confidently?
