



FACTORS OF COMPETITIVE ADVANTAGE: WHAT DIFFERENTIATES YOU FROM YOUR COMPETITORS?

	YOUR BUSINESS	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3	COMPETITOR 4
Technology					
Years in Business					
High Quality Supplement Offerings					
Unique Products or Services					
Excellent Customer Service					
Educational and Valuable Content					
Client Success and Testimonials					
Competitive Pricing					
Company Reputation					
Personalized Programs					
Certification					
Other					