

## WORKSHEET 6

### Service Competitive Audit

List your competitors. How do you rank relative to the competition? Place a "+" to the left of the neutral point to indicate that your service is stronger. The farther left you place it indicates how much stronger it is. Place a "-" to the right of the neutral point to indicate that your service is weaker. The farther right you place it indicates how much weaker it is. List specific company or product names at the Enterprise level.

<p><b>Desire Alternative</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p><b>Competing Alternative:</b> _____</p> <p style="text-align: center;"><i>Neutral</i></p> <p><i>Strong</i> _____ <i>Weak</i></p> <p>_____</p> <p>_____</p>
<p><b>Generic Alternative</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p><b>Competing Alternative:</b> _____</p> <p style="text-align: center;"><i>Neutral</i></p> <p><i>Strong</i> _____ <i>Weak</i></p> <p>_____</p> <p>_____</p>
<p><b>Form Alternative</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p><b>Competing Alternative:</b> _____</p> <p style="text-align: center;"><i>Neutral</i></p> <p><i>Strong</i> _____ <i>Weak</i></p> <p>_____</p> <p>_____</p>
<p><b>Enterprise Alternative</b></p> <p>1. _____</p> <p>2. _____</p> <p>3. _____</p>	<p><b>Competing Alternative:</b> _____</p> <p style="text-align: center;"><i>Neutral</i></p> <p><i>Strong</i> _____ <i>Weak</i></p> <p>_____</p> <p>_____</p>

**Comments:** \_\_\_\_\_

\_\_\_\_\_

✓ Goal, Objective, Strategy Checkpoint

*How is your service's competitive strength at the Enterprise level?*

OK       Adjustment necessary\*       Stress in promotion

\* Develop goals, objectives, and strategies for adjustments.