

# DIFFERENTIATE OR ATTENUATE: Pulling Ahead of the Competition Using the EthicalFactor<sup>SM</sup>

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As market demand for products and services increases, numbers will grow top-line as long as a business continues to get its share of the market. If, however, its category is facing shrinking demand as so many are in these challenging economic times, in order to grow or to even survive/maintain, *it needs to take market share from its competition.*

In this fast-paced, interactive, relevant and timely session, Fred Firestone, principal of the Ethical Selling Institute, engages participants in discussing practical strategies and methods to further de-commoditize and pull ahead of their competition by delivering the EthicalFactor<sup>SM</sup> (defined as Trust, Credibility and Partnership) in six essential areas: Employee/Customer Interactions; Internal Customer (Employee) "Ownership"; Selling; Marketing; External Customer "Ownership"; and Employee/Employee Interactions. The objective: provide a Superior Customer Experience, which will yield greater market share and/or higher prices/fees.

## Key topics include:

- Why urgency is especially important in today's economic climate
- The difference between "conformance quality" and "relative perceived quality" and why it is imperative to *not do* what the competition is doing
- How to use the core/outer-core differentiation model to determine the greatest opportunities to deliver the EthicalFactor<sup>SM</sup> as a competitive advantage
- Case studies where the EthicalFactor<sup>SM</sup> has served to differentiate and significantly impact business development in customer service, selling and marketing
- How to ensure both employees and customers are stakeholders and why it's a vital component in the quest to pull ahead
- The six-step "Pulling Ahead Process" and why some businesses fail in implementation



*Selling ethically is not just the right thing to do;  
it is the ultimate way to pull ahead of the competition.*



**Value to Participants:** Participants will leave with an understanding of the timeliness and relevancy of developing a differentiation plan. They will learn that delivering the EthicalFactor<sup>SM</sup> at crucial junctures is the path towards differentiation. And, they will learn to do so in ways that directly impact the three fundamental business development objectives: (1) create “very satisfied” customers, who stay as customers, who buy more, and who become “promoters” (responsible for 80-90% of referrals); (2) provide more products/services to existing customers; and (3) obtain new customers. Further, they will leave with the Ethical Selling Institute’s “EthicalFactor<sup>SM</sup> Differentiation Action Plan,” where they evaluate the significance, urgency and degree of implementation on each key point of his presentation.

**Speaker Biography:** Fred Firestone, J.D., M.Ed., is founder and president of the Ethical Selling Institute, ([ethicalselling.com](http://ethicalselling.com)), a subsidiary of Sempact, Inc. Since 1988, he has provided training and speaking services to businesses and organizations across the country on how to *pull ahead of their competition* by building more of the EthicalFactor<sup>SM</sup> (Trust, Credibility and Partnership) into their customer interactions. He takes a broad approach to “selling,” defining it as any customer interaction that influences perception of value. Thus, essentially all employees are involved in the selling process.

Firestone began his professional career as a disability rights attorney. He experienced an epiphany while advocating for an individual in a maximum securing mental health center, which led to the development of his differentiation programs. One never mistakes his programs as esoteric lectures; he draws on his legal training in engaging participants in the Socratic method of problem analysis and resolution. His primary focus: how to further enhance top line.

His clients include DuPont, Hewlett-Packard, 3M, AT&T, the United States Postal Service, Anheuser-Busch and Enterprise Rent-A-Car. He also serves as a Vistage Expert Resource Speaker.



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**Background article on Fred Firestone:**

- [Consultant Helps Businesses to Differentiate Service From Competitors](#)

**Relevant articles by Fred Firestone:**

- [Pulling Ahead of the Competition – Developing and Selling Your Competitive Advantage](#)
- [WOWEDFactor: A Key to Business Differentiation](#)

**Differentiate or Attenuate testimonial:**

- [Vistage CEO Workshops](#)



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