



Resonate

"I Need"



Differentiate

"Best Option"



Substantiate

"I Believe"



Creates foundation For...

Premium Fees

Sales Wins

Loyalty

Take One Away...

...Buyers Say

**Weak
Resonance**

Difficult to Substitute

Able to Substantiate



"I don't need"

Strong
Resonance

Easy to Substitute

Able to Substantiate



"What's your best price?"

Strong
Resonance

Difficult to Substitute

**Not Able to
Substantiate**



"I can't risk it"