

# EOS® Implementer Tool Overview: Three Uniques™ Pressure Test

## From Words to Wins: How to help clients pressure-test their Three Uniques™

The Three Uniques™ are foundational to your client's Marketing Strategy. But, as every EOS® implementer knows, they only work if:

- The whole team knows them
- Customers believe them
- They're embedded into sales and marketing

## Pressure Testing the Three Uniques™

We have developed this simple exercise specifically for EOS® implementers to guide their clients through key steps to validate their Three Uniques™ by answering a few key questions:

- Does the whole organization understand the Three Uniques™?
- Are they consistently reflected in internal and external interactions?
- Do customers believe them?
- Do they truly differentiate the company from alternatives?

### Use This Tool To:

- Test the Three Uniques™
- Focus a team that can't align on messaging or positioning
- Prepare for L10 meetings or V/TO™ reviews

## Sample Coaching Prompts

- Have you validated these with customers? If I asked your top 5 clients what makes you different, would they say the same 3 things you have in your V/TO™?
- Are your Three Uniques™ showing up in your sales decks and website? Where?
- Do these show up in your team or customer conversations every week?

### Chief Outsiders tools for EOS® Implementers

This tool is part of a Chief Outsiders toolkit designed for EOS Implementers to use with clients as they prepare for L10 meetings, V/TO™ workshops, or other Marketing and go-to-market review sessions. Get additional tools or request a complimentary consultation with a Chief Outsiders CSO or CMO by visiting [www.chiefoutsiders.com/eos](http://www.chiefoutsiders.com/eos).