

Three Uniques™

Pressure Test Exercise

Client Name: _____

EOS® Implementer: _____

Date: _____

The Three Uniques™ are foundational to your Marketing Strategy. They define how you stand out in the market and why customers choose you. But they only work if:

- Your team knows them
- Your customers believe them
- They're embedded into every interaction with your company

When those things break down, so does traction.

Internal Consistency Check

Ask 8-12 team members outside of marketing to name the Three Uniques™.

How consistent were their answers?

1
○

2
○

3
○

4
○

5
○

Poor

Responses vary widely or are unknown to most team members

Excellent

Nearly everyone knows and can clearly state the Three Uniques™.

Three Uniques™ Pressure Test Exercise

External Validation

Do your customers and messaging reflect your Three Uniques™?

Ask:

- A few loyal customers what makes you unique
- An AI tool to scan your website and sales materials
- The same AI tool to analyze 3-4 competitors' sites

Did customers and the AI tool reflect unique attributes consistent with your Three Uniques™?



Not Consistent

Responses vary widely or are very different than what we believe to be our Three Uniques™.

Very Consistent

While not in "our words", our customers and AI tools generally reflect what is we believe to be unique about our company.

Were your Three Uniques™ different than competitors?



Poor

Generally speaking, everyone is saying the same thing as we are.

Excellent

Our Three Uniques™ were different than competitors. Some had 1 or 2 of them, but no one had all three.

TIP

Here's a sample prompt to ask an AI chat tool to review your and your competitors websites.

Scan this website:

www.xxxxxx.com

In three key bullet points, what is the value this company provides to its customers.

Note:

You will need to run it for each company and may want to ask follow up questions for clarity.

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Next Steps

Often, lack of consistency across an audience results when internal and external materials and communications do not consistently and frequently reflect the same message. It can take eight or more times hearing a message before it sinks in.

Customer responses that are very different than what you believe your Three Uniques™ to be can indicate that the Three Uniques™ were not adequately pressure-tested in the market before being adopted.

Consider the following actions to further validate and communicate the Three Uniques™ in the market.

- Add a Quarterly Rock to refine and operationalize the Three Uniques™
- Update external messaging to ensure consistency with the Three Uniques™ (website, decks, proposals)
- Reinforce the Three Uniques™ through company-wide communications such as town halls, regular emails, employee portals, presentations, onboarding, and site signage.
- Consider company-wide training on the Three Uniques™