



SUGGESTED PODCAST INTERVIEW QUESTIONS

- 1) What is causing this phenomenon of uniformity among businesses? (The “Three Destroyers of Differentiation”)
 - a) What challenges are caused for a business by this similarity?
 - b) Does this phenomenon also apply to individual professionals?
- 2) Your books discuss the “Four Cornerstones of Distinction” – what are they?
 - a) How does a company/professional develop Clarity?
 - b) What if a company/professional just isn’t Creative?
 - c) How can a company/professional communicate more effectively?
 - d) If Customer Experience Focus is critical – how does that differ from “customer service”?
- 3) Let’s talk about the ultimate level of distinction – what you call “iconic.” What’s the difference between being “distinctive” and becoming “iconic”?
- 4) You reveal the “Five Factors of Iconic Performance.” Let’s review them –
 - a) We’ve always heard “defense wins championships,” yet you say that iconic performance is based on playing offense. Why?
 - b) Factor #2 is “Stop Selling.” How can a business survive if it stops selling its products and services?
 - c) You say there are only two aspects on which a customer judges us: promise and performance. Explain that...
 - d) Just about every business book tells us to stay positive. Yet, you say that a key to iconic performance is to go negative. Why?
 - e) What is “reciprocal respect” – and why is it so important?
- 5) What are some examples of companies that successfully differentiate – beyond those business clichés like Starbucks or Southwest Airlines that we hear about all of the time?