

Difference Makers 2022

Difference Makers don't just **resolve pain**. Difference Makers **reveal possibilities**. Identifying and resolving a customer's technology pain is crucial ... **but Difference Makers do more**. Through intentionality, they reveal a broader scope of technology-driven possibilities so customers can expand their own business potential. In a word, Difference Makers *differentiate*.

Difference Makers **see differently**.

They observe and absorb what's truly relevant to the customer. Jaynie L. Smith, author and founder of Smart Advantage, reminds us that a differentiator that is not valued by the customer is not a competitive advantage. If it's not relevant, it doesn't matter.

Difference Makers **think differently**.

They consider possibilities that others don't. Be it sales, service or administration, they see what everyone else sees, but think what no one else is thinking. Thinking differently means educating, collaborating, and sparking ideas for maximizing the technology that matters.

Difference Makers **convey differences**.

Difference Makers do more than solve problems. They take those problems and make them their own. They convey relevant differentiation through purposeful communication, consistent execution, and creativity. **Why?** To help customers arrive at the best decision (*relevant to them*) now and for the long run.

Building a culture dedicated to making a difference through the application of technology requires not just the sales force, but the entire organization.

Difference Makers do more. What difference will "YOU" make in 2022?

<https://smartadvantage.com/>
