

# Differentiate or Die

**How to win more sales and grow  
your business in difficult times**

Sam McNeill  
Sales Ecosystem



*China on the Rise*

Tougher Times  
Ahead

Aussie Dollar Hits  
New Record

Interest Rates  
Heading Higher

Recession  
Follows GFC

*Cheap Imports  
Flooding the Market*

Construction  
Plummets

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# THE WORLD NEWS

Since 1883

YOUR NUMBER ONE SOURCE FOR HEADLINES

\$1.00

# THE SKY IS FALLING!

**PRESIDENT DECLARES  
A STATE OF  
EMERGENCY**

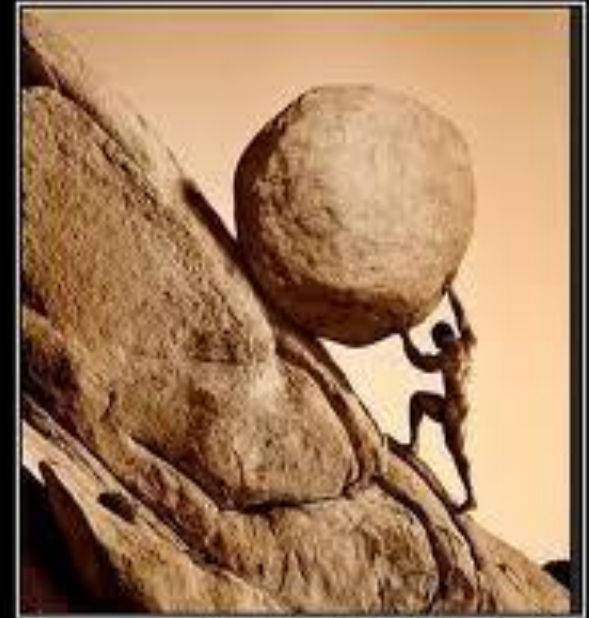
**RELIGIOUS LEADERS  
URGE ALL TO LOOK UP**

**CHICKEN LITTLE  
NOWHERE TO BE FOUND**

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llldlfjuidhhuio9opp ghghij bjukuy ehij  
dkjduuas kjsdieijaw jkjsfi b udukv  
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# Your Options

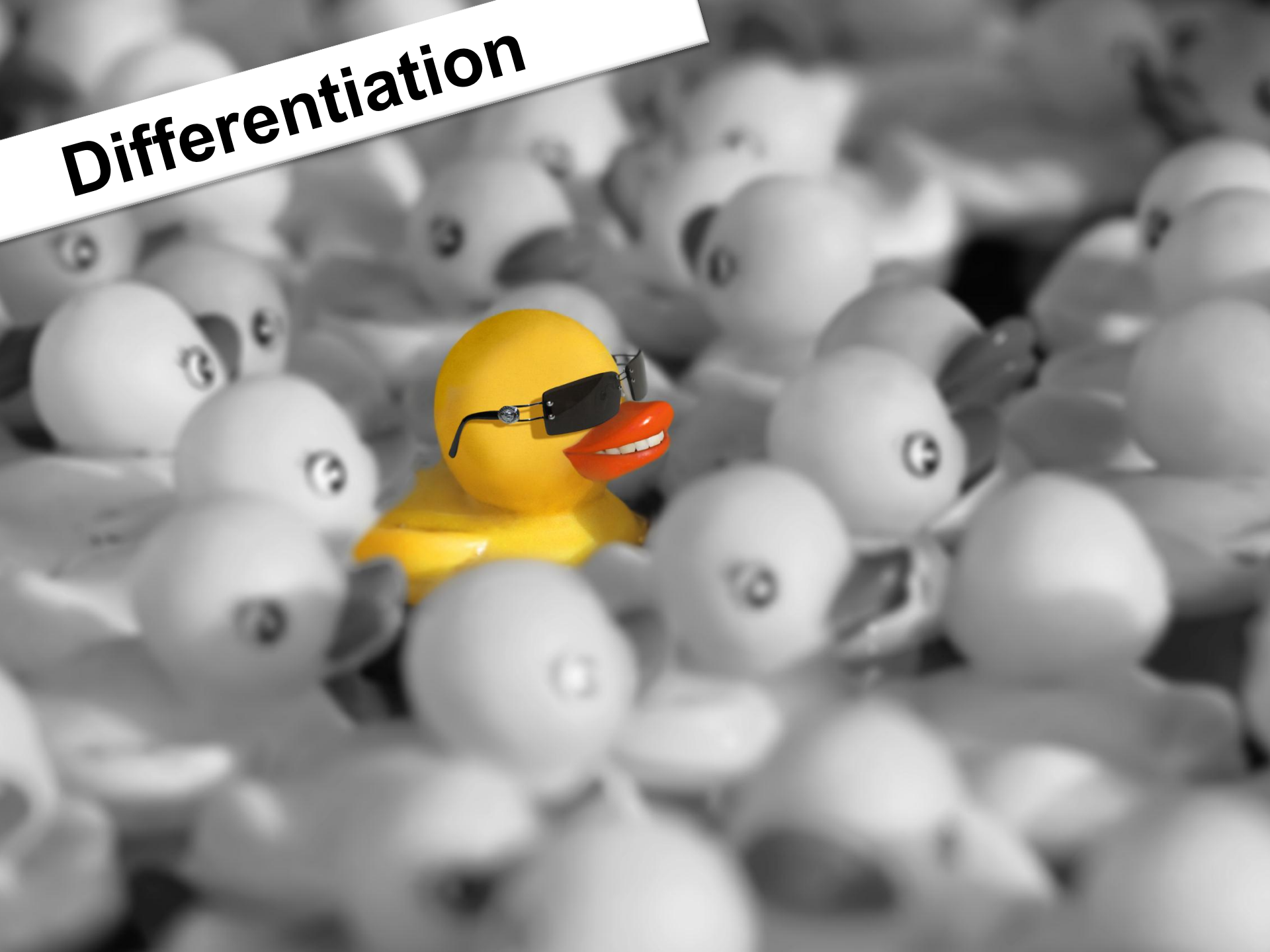


**PUSHING SHIT UPHILL**

Take Control  
Come Out  
**Stronger**



# Differentiation



# Two Questions



# Two Questions



**What?**  
**Who?**

Overlooking the  
obvious



**Once you know  
what and who**



**How?**

**Why would YOU  
do this?**



**Price?**

# Differentiation



**Specific**

**Concrete**

**Real**

**Specialised**

**everything**

**changes**

**changes**

**everything**

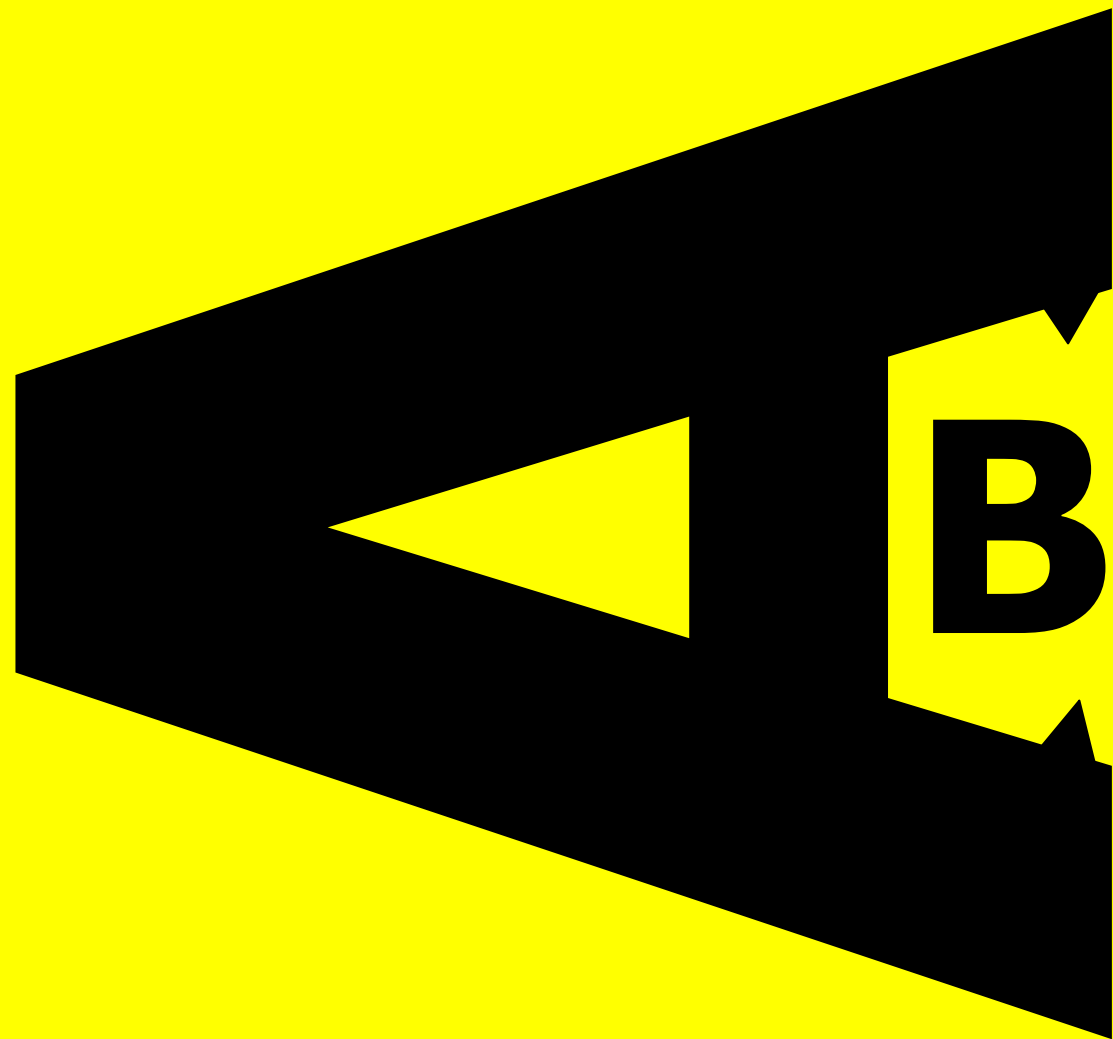
**a unique  
opportunity**



**SO**

**GR**

**it!**



**and you will  
change *your* world**

