



Plumber A
always arrives looking great



Plumber B
always arrives and
finishes on time

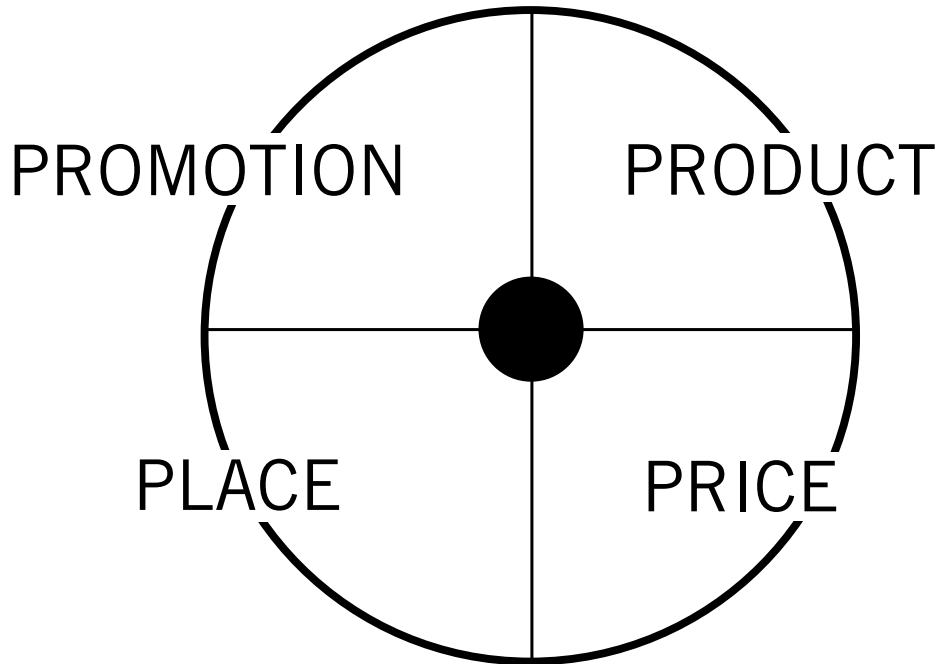


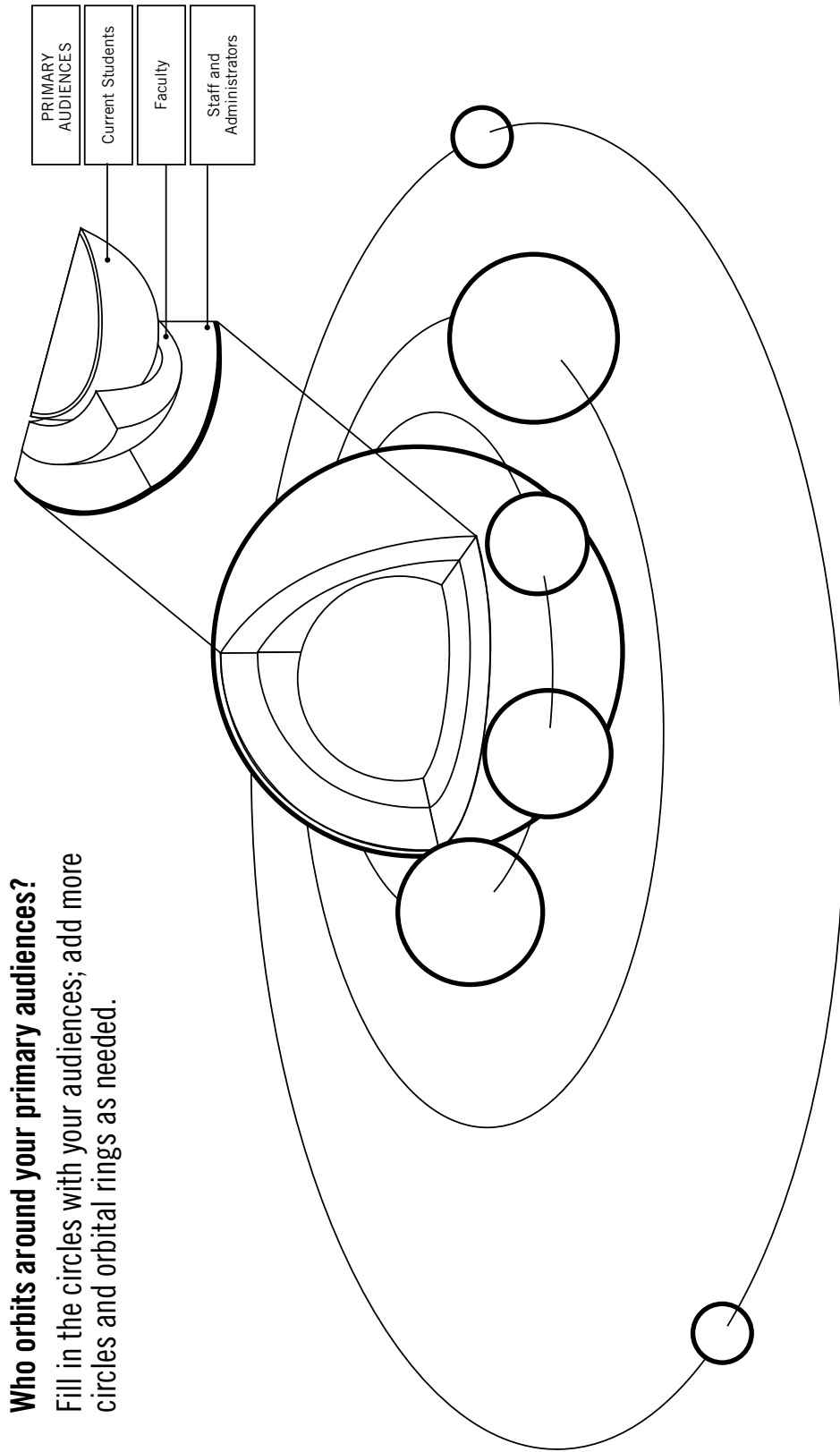
Plumber C
offers the lowest price

Differentiation contributes to brand expectation.

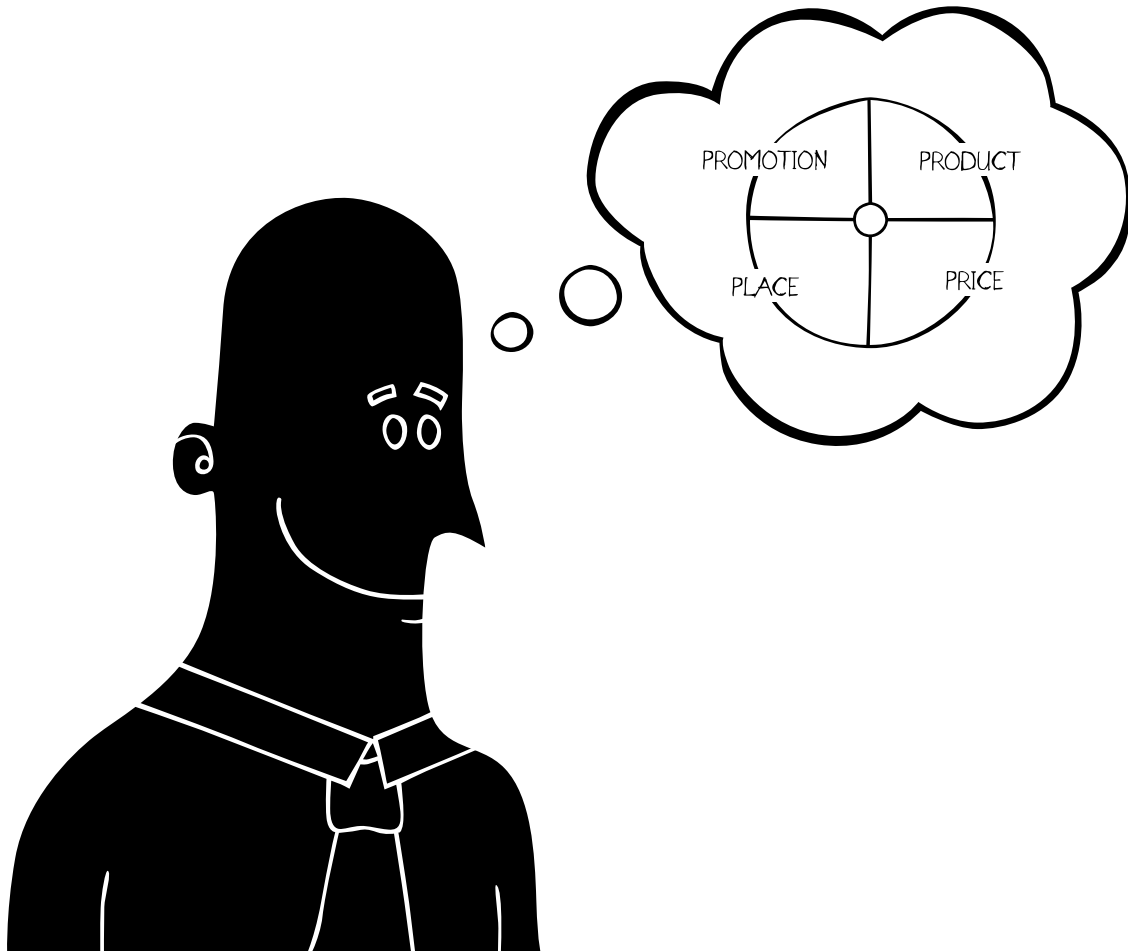
How are *you* differentiated from your competitors?

The 4Ps form an outline for important questions you should ask yourself.
How would you describe your institution using this outline?





Who orbits around your primary audiences?
Fill in the circles with your audiences; add more circles and orbital rings as needed.



With every transaction, you and your customers process the 4 Ps.

Are you building trust—and coherence—with every transaction?
