

# Analyzing Your Products & Services

**Purpose:**

Have you ever thought deeper about what you offer? Where should you focus your daily efforts? What do you want to tell people first---because many of us offer a variety of products and services. It's good to diversify your offerings, while maintaining a level of expertise within a particular field, category or process.

Let's look a little closer:

- List your top 5 core products and/or services
- Rank each product/service by the question in each column
- 1= the best or most, 5= the worst or least



<b>Service or Product</b>	Rank by: <b>Which do you like selling or doing the best?</b>	Rank by: <b>Which are you the best at selling or doing?</b>	Rank by: <b>Which is in most demand?</b>	Rank by: <b>Which is the most profitable for you or your business?</b>

**DISCLAIMER: This is only a tool, not a scientific methodology for analyzing your business**

**De-brief:**

- Circle all the “1”s and note any one service or product that gets more than one “1”?
- You may like to sell a certain product or perform a certain service, but it may not be what you are the best at doing? That could suggest you increase your product knowledge or invest in professional development.
- You might have a product or service which is really in demand, but not as profitable. That might suggest you need to raise your prices to match the value offered.
- You might be really good at selling one particular product or performing a certain service, but it's not really in demand. Therefore you may have to increase the need by educating and marketing in order to create more demand.
- Once you've analyzed your products and service offerings, you may need to re-write your USP (see other downloadable form), focusing on a new strategy.