



The Worth-It Test

Does Your Brand Ace It?

Ask Your Customers These 5 Questions

Yes or no? Versus your next best buying alternative, my brand provides real, substantive differences that you consider important.

Yes or no? My brand provides you tangible, convincing proof of these differences.

Yes or no? You can easily articulate my brand's differences.

Yes or no? You are served by employees who exemplify my brand's differences through word and deed.

Yes or no? Relative to the price difference, you perceive my brand as delivering substantially more value than your next best alternative.