

Stop Fighting A Losing Battle

Amplify Perceived Value & Escape the Price War

The Price Trap

"The reason it seems that price is all your customers care about is that you haven't given them anything else to care about."

— Seth Godin

The Hard Truth

Unless you have massive scale, competing solely on price is a losing game. If consumers see no difference, they will always choose the cheapest option.



The Anchor Term Method



1. Select Anchor

Identify the specific area where you need new ideas (e.g., "Car Sales"). This grounds your creative thinking in a specific goal.



2. Random Nouns

Choose ten completely random nouns. These can be objects in your room or from my creative thinking game What's The BIG Idea?.

Randomness is key.



3. Combine & Create

Mentally combine your Anchor Term with each Random Noun. Let the friction between the two concepts spark unique ideas.

Case Study: Enterprise Rent A Car

To demonstrate the power of the Anchor Term Method, we applied it to "Rental Car Sales."

The Goal: Create differentiation strategies that amplify perceived value beyond just the daily rental rate.
We selected 5 random nouns and generated 5 unique strategies that can be adapted for any industry.



Idea #1: The "Filter" Strategy

Filter + Rental Car Sales

- ✔ **Concept:** Build a high-end saltwater aquarium in the office and create a dedicated 24/7 online live stream.
- ✔ **Engagement:** Periodically float a subtle Enterprise logo through the tank.
- ✔ **Contest:** Viewers who "spot the logo" and post the time on social media enter to win prizes.
- ✔ **Value:** Creates a hypnotic visual allure and keeps eyes on your brand for extended periods.



Idea #2: The "Farmer" Strategy



Farmer + Rental Car Sales

Community Integration: Sponsor community gardens where volunteers raise vegetables for local food banks.

Brand Visibility: Provide branded refreshments to volunteers and share videos of the harvest progress.

Impact: Positions the company as a pillar of the community, not just a faceless corporation.

Idea #3: The "Ball" Strategy

Ball + Rental Car Sales

- ✔ **Gamification:** Install a mini-basketball hoop in each office for a limited-time promotion.
- ✔ **The Challenge:** Give customers one chance to make an "impossible shot."
- ✔ **Rewards:** Winners get a free rental day or insurance. Non-winners get a fun consolation prize.
- ✔ **Social Proof:** Share videos of attempts on social media to build excitement and fun around the brand.



Idea #4: The "Brake" Strategy

Brake + Rental Car Sales

The Concept: Sponsor a bank of high-end massage chairs at airport locations, available to *everyone*, not just customers.

Target Audience: Business travelers who frequent airports. By offering relaxation, you create an emotional bond.

Slogan: "When you choose Enterprise you can relax."



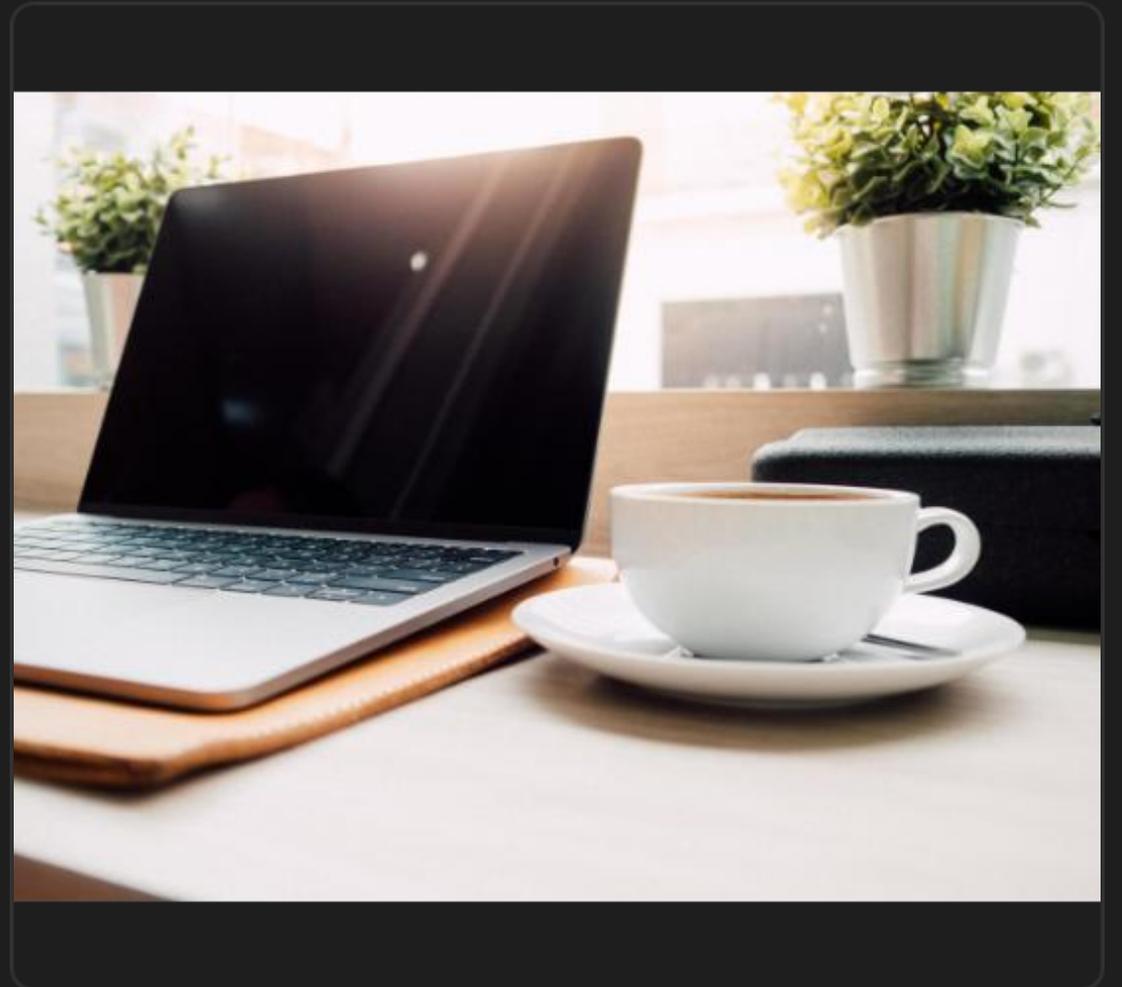
Idea #5: The "Breakfast" Strategy

Breakfast + Rental Car Sales

Morning Routine: Partner with experts to release short "Success Training" lessons every weekday morning.

Topics: AI, Emotional Intelligence, Leadership, Creativity.

The Hook: Use a "Box of Chocolates" approach (random topics to trigger FOMO) or "Alliterative Themes" (e.g., "Jump Into January") to build a habit.



Compete on Value

Don't let price define your worth.

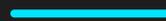
Which of these strategies was your favorite?

How will you differentiate your business today?





**Need help with the creation of simple,
unique and effective business
strategies?**



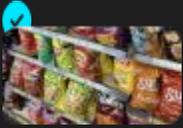
Visit

www.SpearPointOnline.com

or contact Bob at

bob@SpearPointOnline.com

Image Sources



<https://preview.redd.it/price-tags-are-a-thing-of-the-past-apparently-v0-sgucjrv055fd1.jpeg?auto=webp&s=2ab57f8ada16459911c093c96b2143ec312f6ae8>

Source: www.reddit.com



<https://www.heidarilawgroup.com/wp-content/uploads/2024/07/rental-car-fleet-1a-1024x683.jpg>

Source: www.heidarilawgroup.com



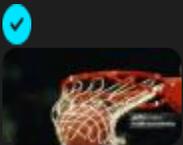
<https://discovery.sndimg.com/content/dam/images/discovery/fullset/2021/6/29/GettyImages-200500177-001.jpg.rend.hgtvcom.616.411.suffix/1624995294186.jpeg>

Source: www.discovery.com



<https://publichealth.tulane.edu/wp-content/uploads/sites/3/2024/04/benefits-of-community-gardens-2048x1365.jpg>

Source: publichealth.tulane.edu



https://media.gettyimages.com/id/852295-001/photo/basketball-ball-going-through-hoop-close-up.jpg?s=1024x1024&w=gi&k=20&c=GD-4pX_3sbxy-pufHbry7PjcuSKqT6axCTfSHmmbzhY=

Source: www.gettyimages.dk



https://i.ytimg.com/vi/68Sg5ZWJr5s/maxresdefault.jpg?sqp=-oaymwEmCIAKENAF8quKqQMa8AEB-AH-CYAC0AWKAgwLABABGHIgTig2MA8=&rs=AOOn4CLBDAQM1pSVcZXRU_jOcSQcJIR-2pQ

Source: www.youtube.com

Image Sources



https://static.vecteezy.com/system/resources/previews/004/008/544/large_2x/laptop-and-a-cup-of-coffee-with-morning-light-in-the-cafe-free-photo.jpg

Source: www.vecteezy.com



https://img.freepik.com/premium-photo/abstract-blurred-black-white-chess-board-game-competition-dark-background-chess-battle-business-management-leadership-success-team-leader-teamwork-business-strategy-planning-concept_33829-587.jpg

Source: www.freepik.com



<https://media.istockphoto.com/id/926199536/photo/spectacular-mountain-ranges-silhouettes-man-reaching-summit-enjoying-freedom.jpg?s=612x612&w=0&k=20&c=Z3X9iDNdlAegtfDmOIORed9RZDiaube6Bu9I8f6NEAQ=>

Source: www.istockphoto.com