

# Unique Selling Proposition Generator

## Introduction

To be truly successful a business needs at least one Unique Selling Propositions (“USP”). It also needs to do everything possible to make sure that its USPs are recognised and understood by its customers.

Businesses without USPs will always be forced to the (less profitable) “cheap” end of the market. After all, without a USP the only reason why anybody would buy from you rather than your competitors is that you are cheaper. In contrast, people pay more for things like BMWs and Clarks shoes because they have USPs based on quality, durability, style, kudos etc.

Examples of good USPs include “Never knowingly undersold” (John Lewis department stores), “Ladies and gentlemen serving ladies and gentlemen” (the very classy Ritz Carlton Hotel chain), and “All you need for all you want” (Yellow Pages).

## The four step USP generator

You know how most people have a problem with...

*Explain the problem customers have when buying your sorts of products/services eg ...roofing contractors because they never know whether their roof really does need repairing?*

Which means that...

*Explain the pain those problems cause for customers eg ...they worry about getting ripped off.*

Well, what we do is....

*Explain what you do to remove that pain eg ...to take a video camera up on the roof so that you can see where the repairs are needed without having to climb a pair of ladders.*

Which means that...

*Explain the benefits to the customer eg ....you can be certain that you are never paying for work that doesn't need doing.*

## What to do next

The USP generator is a powerful tool in helping you to stand your business head and shoulders above its rivals. The key points to bear in mind, however, are that:

- You will probably need to distil the results down into something shorter and more “catchy”. For example, in the roofing contractor example it could be “The only firm to video your roof so that you are 100% certain that you only pay for work you really need”
- It is perfectly OK to have more than one USP.
- Your USPs need to be in front of the customer at every possible opportunity. For example, they can (and usually should) be included in: brochures, adverts, press releases, direct mail letters, letterheads, corporate Christmas cards, invoices, fax-header sheets, catalogues, on the walls in customer areas, and in as many other places as possible.

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