

# WHY YOU NEED A UNIQUE SALES PROPOSITION



VIDEO  
TRANSCRIPT  
FIVE



**COACHING ACADEMY SPECIALIST**  
Where Small Businesses Grow

## Video Transcript Five

# Unique Selling Proposition

We're all very familiar with the importance of a Unique Selling Proposition.

And the fascinating thing about it is that it's so easy to associate the concept of 'USP' with large organisations. And it is true; every large corporate in the world has a USP, they have a strapline.

Carlsberg might say, "Probably the best lager in the world." Nike might have, "Just do it." So they will all have a strapline of one type or another, which we associate with major corporates, and then we tend to think it's just for them. But of course, it's not. And the reality is for the small businessman, you can and should also invest in having a strapline or having a USP, a unique selling proposition for your company.

So there are just four key elements to constructing and putting together a unique selling proposition, your USP. Number one, get their attention; two, it must be memorable; three, it must be simple; and four, you must create some intrigue.

1. We must get their attention. Toyota might say the car in front is a Toyota, but you must decide on something that's sharp, snappy, and to the point. I talked to a plumber the other day. I said, "What do you do?" He said, "I'm just a plumber." And you know what? He's not just a plumber. He's an exceptional plumber and he knows that. And to say he's just a plumber, he's devaluing what he actually does and the regard he has for his own business. After applying his mind to a strapline, he came up with "the perfect people's plumber." It may not be sensational, it may not be a world beater, but it beats the daylights out of "just a plumber." You too can apply your mind to what you would decide to be your strapline and come up with something where you get their attention. That's number one.
2. You must also do everything you can to try and make it memorable. Esso might have said, "Put a tiger in your tank." Domino's Pizza will say, "Pizza delivered in 30 minutes or it's free." So try and make it so memorable that the strapline will always be associated with your company or that brand.

Bear in mind, you don't have to have it forever. You've got the right to improve on it. Start off with a simple USP, you can change and improve on it later. You won't regret it. Put it on your business cards, your headed stationary, on the signature to your emails at no cost. And the wonderful, fascinating thing about having a good USP is that you start to live up to what your USP says, and that's a good idea. Hertz said 'were number 1' and Avis followed with 'we try harder'.

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### Unique Selling Proposition/Continued....

3. And the third point is: Keep it simple. It's got to be dead simple. It's got to be a really, really short –probably no more than nine words, keep it as simple as that. And to do that will definitely require you doing some work, but I would encourage you to take a blank sheet of paper and start writing down what's special about your business, why you're in it in the first place, and start writing down some crazy things, and you'll come up with a bunch of words.

And then you reduce them and reduce them further, and ideally keep it to less than nine, between three and nine is ideal. But keep it as simple as that. And you'll find that at the same time having got their attention, it will be memorable.

4. Invest some energy in trying to come up with a little intrigue. It's important that ideally, having made your statement, that it's almost like a question mark at the end of it that caused the reader to question it, and look into it a little further. You've attracted my attention and you've created some intrigue.

Gillette, for example, will say, "The best a man can get." That definitely invites you to wonder: What can that be? A company that makes very specialist leather goods, in particular leather bags for a businessman, and they will say something like, "They will fight over it when I'm dead." And finally, as an example, John West Salmon will say, "It's the salmon that John West rejects that makes John West the best."

So it's a strapline such as that that creates a little intrigue.

So those are the four key elements to putting together a useful strapline that you can use for your business today.

**DON'T FORGET TO WATCH THE "UNIQUE SELLING PROPOSITION" VIDEO.**