

WORK BOOK SIX



**UNIQUE
SALES
PROPOSITION (USP)**

LEARN HOW TO CREATE YOUR UNIQUE SALES

PROPOSITION AND WHY YOU SHOULD BOTHER!

MEAGHER **COACHING ACADEMY SPECIALIST**
Where Small Businesses Grow

How To Create Your Unique Sales Proposition And Why

“Every time you state what you want or believe, you’re the first to hear it. It’s a message about what you think is possible. Don’t put a ceiling on yourself.”

Oprah Winfrey, Media Proprietor

If you need an important Task done urgently, go to the busiest person.

Successful people are by their very nature busy people. They are constantly looking for new challenges and a better way.

When others see you as being, a helpful, enthusiastic person with a generous spirit, you will never be short of work. Your ability to find faster and better ways to do your job, will be an inspiration to others.

Background

“Probably the best larger in the world”

I will frequently hear Business Owners suggest that surely Straplines and Taglines are just for the really big corporates.

Sadly the answer tends to be yes, it is the large successful companies that use Straplines and Taglines. But it doesn’t have to be the case. It is true that as a small business we must not waste huge amounts of money trying to compete with the significant exposure our large competitors appear to enjoy.

Deciding on a strapline and printing it on your business cards, stationary and including it in your email signature, will cost you nothing less than the time it takes you to decide.

And the good news is that you can change it and you can have more than one. You can have a different strapline for your company and one for each of your products.

Why Bother?

When you decide on a strapline, you are frequently making a bold statement and in so doing, it often forces you to live up to the “the brand, the claim or the promise you made in the strapline”.

Avis USP: “We're number two. We try harder”.

For many years, Avis was in the unfortunate position of being the second-largest car rental company, while Hertz claimed the 1 spot.

In addition to the above there is another major reason why you should have a Unique Selling Proposition. You are different, you have to be different and being different helps justify why your prices are different.

Do not be surprised as you decide on your strapline that you might smile slightly and find yourself thinking “can I say that”, sometimes we are afraid of being accused of boasting or bragging, speaking beyond our station.

As I stood in the queue at the coffee shop, the guy next to me was so engaging I had to ask “what do you do for a living?” to which he replied “I am the very best cab driver in New York”. Do you agree that this statement invites some questions such as “how can you justify that? etc etc. but the bottom line is that his strapline, attracts attention, it made me smile and invites some questions. And the cab driver is convinced that he can prove he is telling the truth.

My company strapline has been “**Where Ambitious Businesses Grow**” and I have been encouraged to change it to “Meagher for the Eager Business Owner”. Let me know what you think. Some of my marketing material will show the following.

“Boost your Marketing, Margin and Morale in 20 days... Guaranteed”

When Hertz decided “**Number 1 in the world**” they have had to work very hard every day trying to live up to that image, to that Promise.

John Lewis said “**Never knowingly undersold**”, so they are forced to be competitive with their prices.

When Ronseal said “**Does exactly what it says on the tin**”, they have to make sure and be careful what they say on the tin and deliver accordingly.

The Saddleback Leather company said “**They'll fight over it when your dead**”. It attracts attention, it is memorable and it must surely represent quality or why else, would they fight over it when you're dead?

Why? A good strapline will help your marketing generate more enquiries. It will improve your Positioning and Boost Sales. It will increase Profits and the Goodwill value of your Business.

What Does It Mean?

Your Unique Selling Proposition, “Your USP” is one of the basics of effective marketing.

It is an incredible leveller in that the small business has access to the same claims provided he can back them up.

BMW say “*The Ultimate Driving Machine*”. You can be the “The Ultimate in Plumbing”, Carpentry, Glazing and Electrics.

It helps your customer to very speedily identify with what you stand for.

Your prospects are in a dreadful hurry and we have so little time to engage them.

Your strapline should state clearly and simply what you do and why you are better than the competition.

The Four Step Guide

1. **Get their Attention**
2. **Be Memorable**
3. **Be Simple**
4. **Have Intrigue.**

1. Get Their Attention

Prospects do not want to hear you say that you give great and wonderful service. That's a nonsense, every company must give wonderful service, and more to the point what does it mean?

If you dare ask the next company you meet "what do you mean by good service?", stand back and listen to them say "we are very friendly". What rubbish!! They make being friendly sound like a bonus. And I ask how friendly are they when you say "No thank you" ??

You must strive to be more unique, more valuable, and more visible in the market?

You've heard the old saying "Differentiate or Die" right? In our highly competitive world, you have to be unique and fill a special niche to be successful in the marketplace. Yet one of the most harmful mistakes small businesses make is not being unique. I hear business owners say "I am just a plumber" and that is usually a lie, they are just being too lazy and possibly too modest.

When I ask the business owner who is a plumber, "are you the worst plumber in the neighbourhood?", they will bite my head off and tell me about the villains and the cowboys, who are ripping people off and who haven't got a clue what they are doing". After some digging he decided on "The Perfect Peoples Plumber".

It may not be world class but it is much better than nothing and didn't cost a penny and he can improve on it tomorrow.

You must try and make a statement that creates attention, so you will have to be bold. Your statement should clearly set you apart from your competition and improve your Positioning.

- ***"Say it with Flowers"... Interflora***
- ***"The car in front is a Toyota"... Toyata.***
- ***"Just do it"Nike***

The Four Step Guide/Continued....

2. Be Memorable

A wonderful USP can be the force that drives your business and sales success.

It can also be used as a "branding" tool that deploys strategy with every tactical marketing effort you use such as an ad, a postcard, or web site.

This allows you to build a lasting reputation while you're making sales. The ultimate goal of your USP and marketing is to have people say to you... "Oh, yes I've heard of you. You're the company who..." - And then respond by requesting more information or purchasing.

Federal Express

Federal Express (FedEx) dominated the package shipping market with the following USP: ***"Federal Express: When it absolutely, positively has to be there overnight."*** The deployment of this USP allowed Federal Express to emerge as the dominant leader in the industry, taking market share rapidly, and also increasing its sales and profits.

In today's competitive market, your business cannot thrive if you are using the same old "me too" marketing that everyone else is using. Your small business absolutely, positively has to have a USP that "cuts through the clutter", separates you from the competition and positions you as the best choice... the **ONLY** choice.

Building your USP takes some effort, but it is absolutely worth it because of the added advantage you'll have in the market. Using a powerful USP will make your job of marketing and selling much easier, enabling you to more easily increase your sales and profits for the same budget.

- ***"Pizza delivered in 30 minutes or it's free." (Dominos Pizza)***
- ***"Put a tiger in your tank".....Esso***
- ***"The Worlds Favourite Airline"...British Airways.***

The Four Step Guide/Continued....

The greatest straplines are memorable. The large corporates do not have a unique licence on the choice of words to describe a business. ***“Beanz means Heinz”... Heinz Beans. “a Diamond is forever”... De Beers Diamonds.***

Your USP is the very essence of what you are offering. Your USP needs to be so compelling that it can be used as a headline that sells your product or service.

Therefore, since you want to optimise all your marketing materials for maximum results, create it before anything else, such as advertisements and marketing copy.

3. Be Simple

It has got to be simple and easy to grasp. Get to the point, ideally in no more than seven words and maybe as little as two words. If you look at all the examples quoted here, you will agree that they are dead easy to read and to repeat.

You might find that your product or service bridges a gap in the market that can easily be presented with a good USP.

Condense Into One Clear And Concise Sentence

The most powerful USPs are so perfectly written, you cannot change or move even a single word. Each word earns you money by selling your product or service. After you get your USP written, your advertising and marketing copy will practically write itself!

Try and be as specific as possible.

4. Have Intrigue

It is quite clever when your simple sentence or statement inspires some intrigue and interest. It can be sensational when you get the reader so interested that they want to find out more. But be careful that you don't over-cook it, a little intrigue can be sufficient.

It is also very successful when it creates desire and urgency.

- ***“A Bike for the Gold Medalist”***
- ***“The Best a man can Get”... Gillette***
- ***“Are you a Cadburys Fruit n Nut Case?... Cadburys.***
- ***“Pleasant Dreams”... a bed , a mattress, a duvet, a pillow or.....***
- ***“Love on First Night”..... ”... a bed , a mattress, a duvet, a pillow or.....***

Conclusion

Using a powerful USP is the driving force that builds your business success. Build your USP and use it to optimise your marketing materials for maximum results.

Integrate Your USP Into ALL Marketing Materials:

Variations of your USP should be included in the all your marketing materials such as your...

- * Advertising and sales copy headlines;
- * Business cards, brochures, flyers, & signs;
- * Your "elevator pitch", phone, and sales scripts;
- * Letterhead, letters, & postcards;
- * Website & Internet marketing.

Deliver On Your USP's Promise

Be bold when developing your USP but be careful to ensure that you can deliver.

Your USP should have promises and guarantees that capture your audience's attention and compels them to respond to you.

Having a strong USP can make your business a big success, or a big failure if you don't deliver on it, thereby ruining your reputation. In the beginning, it was a challenge for Federal Express to absolutely, positively deliver overnight, but they developed the system that allowed them to deliver the promise consistently.

DeBeers USP: A Diamond is Forever

There's a reason that the famous DeBeers slogan has been in use since 1948 and is still used by the company to this day. The USP here is that diamonds, being almost unbreakable, last forever and thus are the perfect symbol for eternal love. As a result, diamonds became by far the most popular choice for engagement rings. It's no surprise that Advertising Age magazine named this the best slogan of the 20th century.

- ***"Pick Enterprise. We'll Pick You Up."... Enterprise***
- ***"It's the real thing"Coca-Cola***
- ***"To our members, we're the fourth emergency service"... The AA***
- ***"It's the fish that John West rejects that makes John West the best".....John West***

Success story and Positive Mental Attitude

Bill Gates

Before Microsoft was born, Bill Gates suffered failure in business. Known today to be one of the wealthiest men in the world, Bill Gates's upper middle-class family is a stark contrast from some of the other successful failures out there that didn't have well-off parents.

However, Bill Gates didn't rely on his family. His business acumen was second to none. But his first business was indeed a failure. Traf-O-Data was a partnership between Gates, Paul Gilbert, and Paul Allen. The goal of the business was to create reports for roadway engineers from raw traffic data.

The company did achieve a little bit of success by processing the raw traffic data to generate some income. But the machine that they had built to process the data flopped when they tried to present it to a Seattle County traffic employee.

Yet, this business helped to set Gates and his partner Paul Allen up for major success with Microsoft.

Although Gates failed at his first business, it didn't discourage him from trying again. He didn't want to give up because the sheer notion of business intrigued him.

He was cleverly able to put together a company that revolutionised the personal computing marketplace. And we all know just how successful that was for him.

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