

Do You Know Your USP

Do you know why people should buy your service or product and not your competitor's? You would if you knew your USP or Unique Selling Proposition. Most people have been talking about their products. Your job is to find what your prospect needs, what benefits and solutions your product provides to meet those needs, and then why buy the product from you.

Consider this worksheet as a work in progress. These questions and answers should generate thoughts that keep changing and getting better over time. For the first pass, get something down. Don't worry about perfection. Get it down. Come back after you've finished the entire sheet and you'll probably change those answers. Come back tomorrow, and weeks later with better and better answers. This exercise generates thoughts that will drive you to improve them and what you perceive as the deliverable to your customer.

Usually the first pass results in a weak, wishy-washy response to "Why buy the product?" and "Why buy it from me?" Once we are forced to quantify it we start thinking differently. So, this is probably one of the most important things that you will ever do for you and your business. It will definitely have the biggest impact of anything you have ever done. This activity is to help you better understand what you really do.

My Unique Selling Position				
PRODUCT OR SERVICE	FEATURES	BENEFITS	DISCRIMINATORS	WHAT ARE THE MEASURABLE RESULTS

1. Column One – **Products, Services** - What is it you tell people you do or sell? Write just the name of the product or service.
2. Column Two – **Features** – What makes your product your product?
3. Column Three – **Benefits** – What does your product or services have that fulfills a need for the prospective customer? Don't fool yourself into thinking the customer buy the features.
4. Column Four – **Discriminators** – What can the client get from your product or service that they can absolutely not get from your competitors or an alternative.
5. Column Five – **Measurable Results** - This is where the rubber meets the road, where the real power statement will be found. What good are the products and services, their features and benefits, their discriminators if you can not prove to yourself and the client that you produced what you said you would produce?

This will do more than just define your USP, it will make it so powerful that once you start using it you'll have potential clients seeking you out and running up to you asking, "How do you do that?" or "Can you really do that?" And that is what you're trying to do isn't it, Getting noticed?

Don't allow the client to come to their own conclusion about what they'll get by doing business with you. People buy you on the value they perceive so help them find your value by clearly defining and demonstrating results. Committing to a result what will make you stand out in a sea of sameness.

Watch your business go through the roof!!

Dan Light Consulting works with services contractors and systems integrators who struggle with controlling cost and the realization that the business isn't reaching its full potential. Our clients have experienced a 95% reduction in the cost of under performing business systems and increases in new business win rates to above 80%.

Contact Dan Light Consulting today for a no obligation discussion of how we may benefit you.

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