

The Essence of a U.S.P (Unique Selling Proposition)

The essence of your U.S.P is a promise, a guarantee and/or a performance standard. And you must fulfill the 'big promise' of your U.S.P. There is no point having the best U.S.P statement or declaration on the planet if you don't deliver on its promise - you will be out of business in a heart beat.

At the heart of a U.S.P there needs to one or more of the following:

- A unique quantifiable benefit to your customer
- An incredible price
- Special counsel or advice
- Outstanding, incomparable service
- A guarantee which gives your customer complete confidence
- The Rolls Royce of the industry
- Exclusivity or rarity
- Excellence
- Be a specialist or master of something

The essence of a U.S.P is one or more of the following:

1. Uniqueness
2. A promise
3. A guarantee
4. A performance standard
5. An area of excellence
6. A benefit to your customer – the customers viewpoint

Before you decide on your U.S.P., concentrate on two things –

1. Focus on the one niche, need or gap that is most sorely lacking, provided you can keep the promise you make, and meet that need.
2. Before you decide on your U.S.P. be sure you can always deliver on the promise of your U.S.P. through your whole organisation. If you do not honestly believe you can deliver on your U.S.P. then choose another one to build your business on. It's critical to always fulfill and deliver on the big promise of your U.S.P.

Your area of excellence could be one or more of the following:

- Lowest prices guaranteed
- Outstanding customer service
- Money back guarantee if not 100% happy with product or service
- Warranty or guarantee unsurpassed in your industry
- Proprietary technology, systems, software or methodologies

- Speed of delivery of your product or service
- Your product has special benefits that make it different from anything in the market place
- You or your people have expertise, talents, qualifications and passion which differentiate you from your competitors
- Special promises that none of your competitors make

Now ask yourself a series of questions about what differentiates you from the rest of the pack and what is your area of excellence?

- How are you better?
- What makes you outstanding?
- Why do people buy from you?
- What are your special talents, qualities or strengths?
- What makes your product or service superior?
- What are you a master or expert at?

The key here is to adopt a U.S.P. that dynamically addresses an obvious void or 'need' in the marketplace that you can honestly fill.

By answering the above questions, you will be able to clearly convey the following:–

1. The major benefit your customers get when they buy from you.
2. Why someone would choose you over your competitors.
3. What your customers get from you instead of your competition.

Ask Yourself These Questions

To find your own U.S.P. you need to ask yourself a series of questions.

1. What is your promise?
2. What is your Guarantee?
3. What is your Performance Standard?
4. What is your Customer Benefit Declaration (C.B.D)?

Three Examples To Help You Start Creating Your U.S.P.

Example 1

Let's imagine you own and operate an organic food home delivery business. Which of the following U.S.P.'s sounds more compelling?

- "We give great service" or "We have great quality certified organic food"
- OR
- "We guarantee to deliver certified organic food exactly as you ordered, on time or your food is free"

Obviously the second U.S.P. is far more compelling, gets your attention and gives a really meaningful benefit and guarantee both of:

- Performance standard – on time
- Quality standard – guaranteed certified organic
- Promise – it's free if they don't deliver on their promises

Example 2

Imagine you own and operate a car wash business. Which of the following two U.S.P.'s is more compelling?

- “We wash your car with T.L.C” or “We have the best car wash in town”
- OR
- “We wash your car so well if you are not 100% happy with the result – it's free!”

Now that gets your attention. The owner/operator is so confident in the quality of their service they will give it to you free if you are not 100% happy – they guarantee it.

Example 3

Imagine you own and operate a hair salon. Which of the following two U.S.P.'s is more compelling?

- “We give great hair cuts” or “We give the best service and use the best hair products”
- OR
- “If you are not 100% happy with your hair cut and our service then it's free. Not only that, but on your next visit we will give you a 25% discount”

Now that works! It is a great offer and it shows how confident they are in their professionalism, service and abilities - that they guarantee it.

Bunnings Warehouse

“Lowest prices are just the beginning.
We'll beat any price by 10% for any stock item”

Now that is a compelling price benefit and guarantee.

Virgin Blue

“Great on-time performance. It's all about time. On time –time after time”