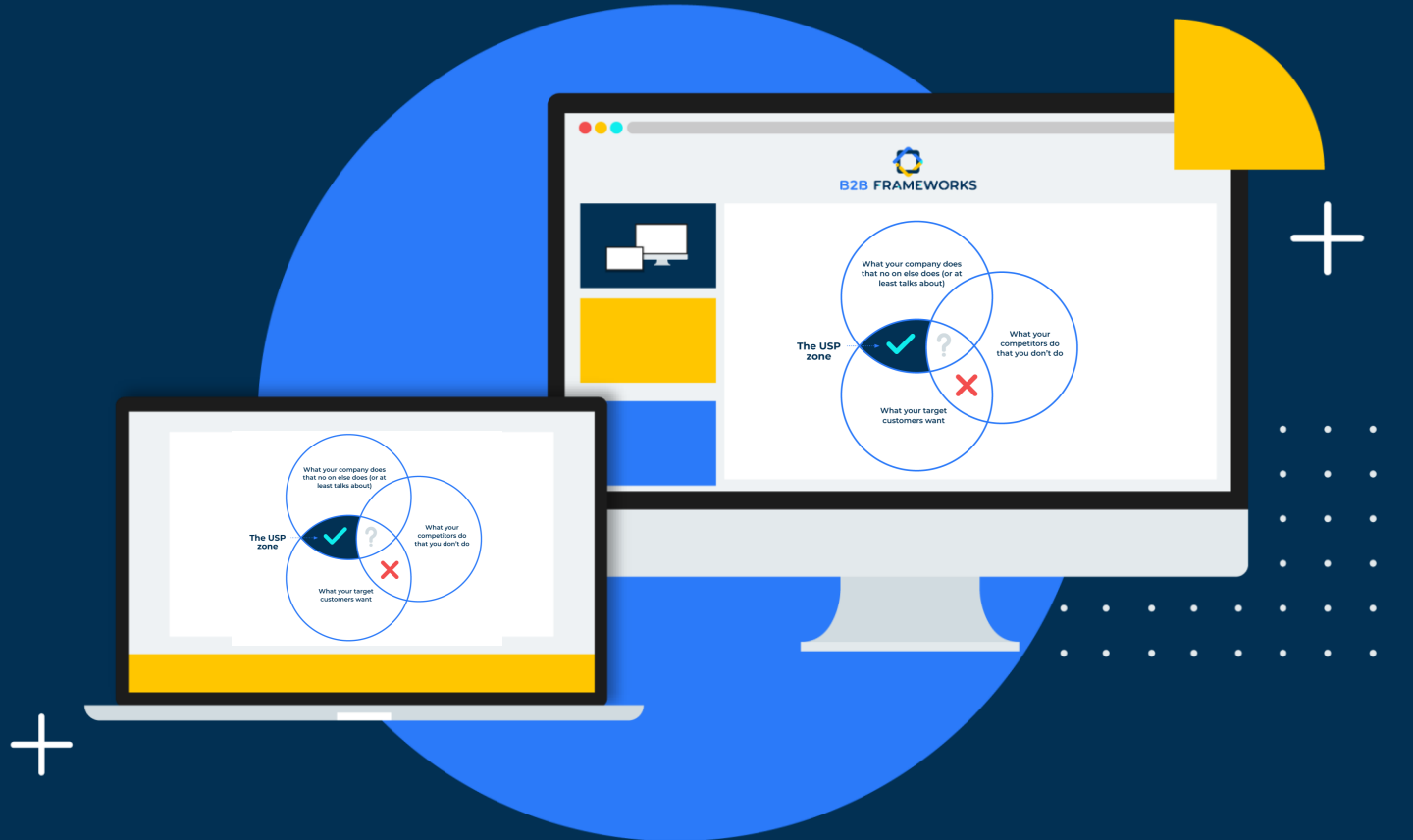
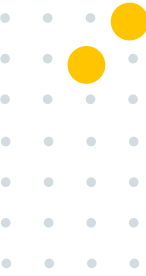


# Unique selling point (USP)

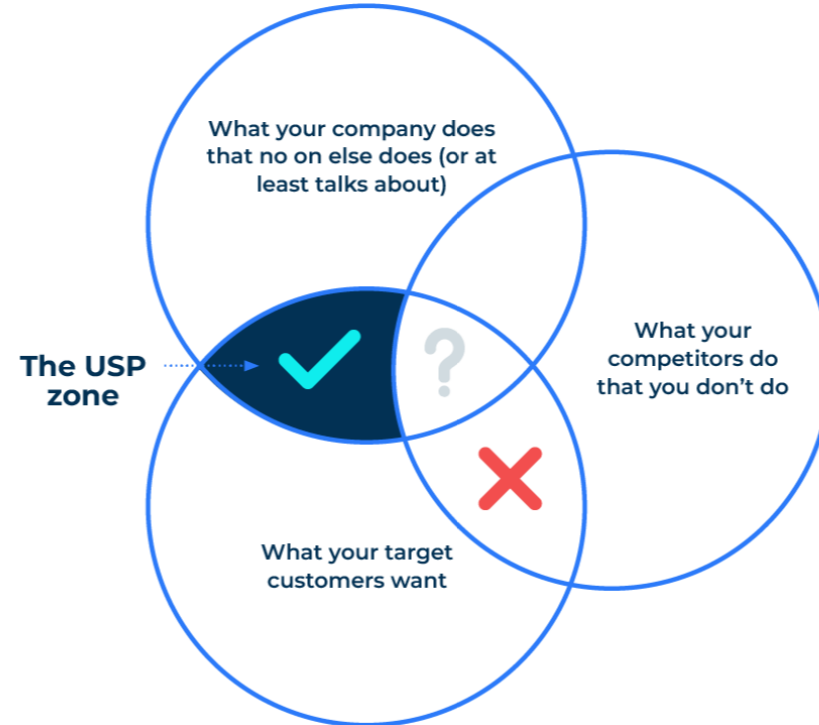


# Finding the unique selling point of an offer

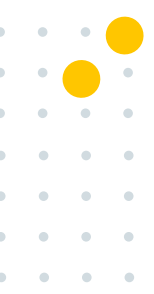


Use this model to laser in on the one thing that will motivate people to buy your products

A unique selling proposition (USP) is, as the term suggests, the point about your product that makes it stand out. Even though competitive products might also contain the same feature, if they haven't made it their "high ground", it is open for you to do just that. Of course, it helps if this feature is something that your competitors cannot offer and it is something that your customers really want.



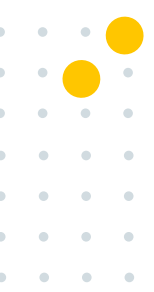
# Step 1: Select your target audience



Who is it that you want to sell to? Answer the following questions (based on the views of your salesforce, marketing team and market research):

- Who buys your product or is likely to do so?
- What is the nature of the decision making unit – who does it comprise?
- How would you describe the “persona” who is a key decision maker?
- How would you describe the “personas” who are influences on the decision?

# Step 2: The needs of your target audience

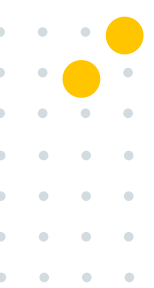


What are the needs of your target audience? Answer the following questions (based on the views of your sales force, marketing team, market research and competitor analysis):

- Why do people buy your product?
- What in particular drives them to choose your product rather than one from a competitor?
- To what extent do people also buy competitive products?
- When they buy competitive products, what prompts them to do so?
- What does your product offer that cannot be found in a competitive product?
- What do competitors shout about when they promote their (similar) products?
- Beyond the more obvious points of difference between your product and those of the competition, what are subtle differences?



# Step 3: Unmet needs of your target audience



What needs does your target audience have that currently are not being met? Answer the following questions (based on the views of your market research, salesforce, complaints, marketing team, customer enquiries):

- If customers could design the perfect product to meet their needs, how would it differ from your product?
- To what extent does your product fully meet the needs of customers? Where is the gap?
- In what way does your product not fully meet their needs?
- Whose needs within the decision making unit are not fully met?
- If you could fill the gap and fully meet the needs of your target audience, how big an advantage would this be over the competition?

# Step 4: The importance of needs and unmet needs

How important are these different needs and unmet needs? Answer the following questions (based on the views of market research, the sales team, customer enquiries):

Note: the needs listed in the table are by way of example. Populate it with needs specific to your product.

Needs	Importance (points spend out of 100)	Degree to which your product meets their needs (10 - fully meets needs)
Needs from the physical product		
A reliable product		
A product that lasts a long time		
A product that performs against its specification		
A product that is easy to use		
A product that is widely available		
A product that meets industry standards and government regulations		
A product that has the right price/value		
Emotional needs from the product		
Product that makes me feel safe in my decision		
A product that makes me look good amongst my colleagues		
A product that makes me personally feel important		
A product that allows me to sleep at night		
A product that is supported by reliable people		
A product that is supported by people I trust		
A product that is supported by people who are there when I need them		
A product that is supported by people who are helping me grow my business		
A product sold by people who make buying easy		

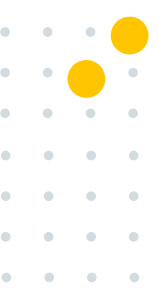
# Step 5: Match your value proposition to needs

Consider the answers in step 4 and select those needs which are important and where your product successfully meets their needs (the blue shaded, right-hand column).

Note: the needs listed in the table are by way of example. There will be other and different needs specific to your product.

Needs	Importance (points spend out of 100)	Degree to which my product meets their needs (10 - fully meets needs)	Needs with the highest number of points and where your product meets their needs
A reliable product	10	8	✓✓
A product that lasts a long time	5	9	
A product that performs against its specification	5	9	
A product that is easy to use	5	7	
A product that is widely available	3	5	
A product that meets industry standards and government regulations	2	9	
A product that has the right price/value	10	7	✓
Emotional needs from the product			
Product that makes me feel safe in my decision	5	8	
A product that makes me look good amongst my colleagues	5	8	
A product that makes me personally feel important	5	6	
A product that allows me to sleep at night	5	9	
A product that is supported by reliable people	10	10	✓✓✓
A product that is supported by people I trust	5	10	
A product that is supported by people who are there when I need them	5	10	
A product that is supported by people who are helping me grow my business	10	9	✓✓
A product sold by people who make buying easy	10	7	✓
<b>Total</b>	<b>100</b>		

# Step 6: Match your value proposition against competitors



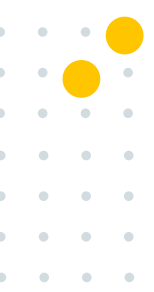
Consider your value proposition against those of key competitors. You are looking for a reason why customers choose your product that is unique.

Note: the needs listed in the table are by way of example. There will be other and different needs specific to your product.

Needs	My company's value proposition	Competitor A value proposition	Competitor B value proposition
Needs from the physical product			
A reliable product	✓✓	✓	✓✓
A product that lasts a long time			
A product that performs against its specification			
A product that is easy to use			
A product that is widely available		✓✓	
A product that meets industry standards and government regulations			
A product that has the right price/value	✓	✓✓	✓
Emotional needs from the product			
Product that makes me feel safe in my decision			
A product that makes me look good amongst my colleagues		✓	
A product that makes me personally feel important			
A product that allows me to sleep at night			
A product that is supported by reliable people	✓✓✓		
A product that is supported by people I trust			
A product that is supported by people who are there when I need them			
A product that is supported by people who are helping me grow my business	✓✓		
A product sold by people who make buying easy	✓		✓✓
Total			



# Step 7: Consider the processes to produce products

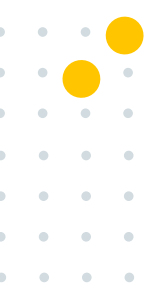


Unique selling propositions and value propositions are strongest if they are supported by a story. What are the possibilities for a story about your product?

- In what way do you take care of your product as it is made?
- In what way do you take care of your product after the customer has bought it?
- What is special about the processes you use to make your product?
- What is special about the raw materials you use to make your product?
- What is special about the people who make your product?
- How does your product meet the needs of the environment?



# Step 8: Decide on your USP



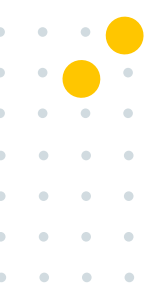
Following the analysis of customers' needs, unmet needs, the customer value proposition, the competitive situation, and the value chain by which the product is made, select a single attribute that will appeal to the target audience – your USP. Remember that your creative team should be able to turn what might appear to be a relative innocuous USP into something that is dramatic and special. For example:

- Coca-Cola's USP is that it was the first cola on the market – it became *the real thing*
- Pepsi-Cola's USP was its taste preference over Coca-Cola – it chose *lip smacking, thirst quenching, ace tasting, motivating, etc...*
- BMW could see that Mercedes had taken the position of engineering excellence – it chose *the ultimate driving machine*

The USP you choose should resonate with the target audience and give both and emotional and rational reasons for choosing your product.

# Things to think about

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- Although it is less fashionable than a customer value proposition, the unique selling proposition (USP) has much to commend it. It focuses on a single factor that makes a company or brand special. In the complicated world in which we live, this simplicity can be a big advantage. It is worth finding your USP.
- A USP should resonate with emotions. People are more likely to buy with their heart than their head. Stories are a great basis for a USP.

# Thank you.

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