

What's your USP?

It is often a good idea to step back from your business and take look at it from the other side of the counter (figuratively speaking). Put yourself in your customer's shoes and ask yourself, ***“Why should I buy from this business? What can I get here that I can't get anywhere else?”***

Would your honest answer be any of these?

- Prompt service
- Courtesy
- Individual attention
- Quality products
- Lower prices
- After-sales service
- Home delivery
- Money back guarantee
- Comfortable environment
- Free gift with purchase
- Close to home
- Quantity discount
- Gift wrapping
- Product or service customised to your needs
- A smile
- Credit card facility
- Recommended by a friend
- Exchange policy
- Interest-free terms
- Lay-by facility
- Child-minding facility
- Convenient parking
- After hours service
- Weekend trading
- EFTPOS
- Loyalty programs
- No appointment necessary
- Guaranteed supply
- Confidence

How many did you check? Obviously, very few businesses can offer all of these, but if you didn't tick any of them, it's time to take more than a quick, casual look at your operation.

Any or all of the above features or services can be developed as
Unique Selling Propositions (USPs).

If you don't have a USP, people have no reason to do business with you.

Unique products are very rare. Almost every product has a direct competitor.

So, the customer must have another reason for buying brand A
instead of brand B.

Let's put it to the test!

Who are your main competitors?

Name them right here!

| Name | Address / Location |
|------|--------------------|
| | |
| | |
| | |

Now list three main reasons your customers might have for doing business with *you* rather than your competitors.

| Reason | How did it happen? |
|--------|--------------------|
| 1 | |
| 2 | |
| 3 | |

Did you have difficulty finding three?

If this was a challenge for you, how does it affect your customers?

**It could be worthwhile spending a little time looking through your customers' eyes.
Make sure you give them something to look AT.**

- Identify your USP and put it to work for you.
- Make sure the customer is aware of it.
- Emphasise it in your marketing strategy.
- Take careful note of the things you do which bring about a positive response from your customers. Then – keep doing them.
- If you can spot the things which produce a negative response, stop doing them.

Finally, notice how many of the possibilities in the sample list on the previous page have nothing to do with price.

There are many benefits to the customer besides low prices, and many people consider them more important.

You just have to identify them and emphasise them.

Happy Marketing !