

DEVELOPING YOUR UNIQUE SELLING PROPOSITION- “USP”



The *Unique Selling Proposition* (“USP”) is your verbal statement in response to somebody asking what you do for a living. Your USP describes what you do, the results or benefits people receive from your product and how you differentiate yourself from your competition. The USP is the elevator pitch on steroids ... take it a step beyond because you want to “sell” yourself and your company in this statement, but in a very subtle and professional way. Creating a USP seems simple, but you’ll need to work diligently to get it the way you want it, and then practice it often. Your goal is to get to the point where you can say it naturally and confidently. This process can be difficult, but it’s worth the effort!

Purpose:

What do you do? What are you selling? One needs to be succinct, powerful and understandable in order to be successful in sales. The USP is the foundation of what you do every day.

Whether you realize it or not, everybody has a unique selling proposition---it just may not be effective *right now*.

Your USP should be 2-fold:

- Is it clear and appropriate for that elevator pitch? Is it in layman’s terms?
- Is it powerful and intriguing enough to convince a decision-maker to meet with you?

Mechanics:

- 20-30 words, 2-3 sentences
- What do you do? What are you selling?
- How do you do it and for whom?
- How are you different from the others?
- Why should I buy from you?

Brainstorm words that describe the benefits you offer, what people “get” or “feel” about your products or services. HINT: Ask your best customers/clients for these words.



Brainstorm Box:

Examples: inspire, save, strategize, counsel, advise, optimize

Sample USPs:

❖ *I counsel and advise people on the complex process of the purchase and sale of property, to ensure sound investments and significant returns. I am a _____.*

❖ *I consult with top executives on how to optimize their human capital in order to exceed business goals through a proprietary process I designed. I am a _____.*

❖ *I inspire service professionals to maximize their marketing efforts by better understanding their sales process. I do this through workshops, speaking engagements and educational materials. I am a _____.*

NOTE: These USPs may seem long and a mouthful, but remember you don't have to say it in one breath. You will be much more natural and conversational. It's better to leave a little mystery in your USP (without being too vague) because you want the person to be intrigued and say, "Tell me more!".

Try a few variations until you design a USP you feel comfortable with and can say it confidently and naturally:

USP #1

USP #2

USP #3

NEXT STEPS:

