

# Is Your Company TRULY Different?

## USP Worksheet

The two skills needed to leverage the power of a Unique Selling Proposition for your company are:

1. You need to be able to **identify** your USP.
2. You need to be able to **express** your USP in your sales and marketing efforts.



### 1. Identify your value proposition (USP)

#### Characteristics of an effective Unique Selling Proposition:

*Your company's value proposition is the primary reason why a prospect should buy from you.*

- This requires you to **differentiate** your offer from competitors.
- You may **match** your competitors on every dimension of value except one.
- In **at least one** element of value you need to **excel**.
- In this way you become the **best choice** for your ideal customer.
- There is a difference between the value proposition for your **company** and for your **product**. You must address both.

Use a 1-5 scale to rate the quality and uniqueness of your value proposition:

1. **Limited** value to a **small** market. Extensive competition and/or few barriers to entry.
2. **Substantial** value to a **medium-sized** market. Limited competition and/or significant barriers to entry.
3. Product or service with **strong** product differentiation, but **little** competitive protection.
4. Unique product or service that is **highly valuable** to a **large** market, and strong competitive protection and/or extensive barriers to entry. This may take the form of a registered patent or limited access to product components.
5. Unique product or service that is **highly valuable** to a **large** market, and exclusive or near-exclusive control of essential product components. May include a registered patent.

**Note:** *If your value proposition does not rank as a 3 or better using the above criteria, you should take a critical look at your core business.*

## Value Proposition Evaluation Matrix:

### *Desire to Acquire Your Product*

- 0 – Little or no interest
- 1 – Possible interest
- 2 – High interest

### *Exclusivity*

- 0 – Anywhere Else
- 1 – Somewhere Else
- 2 – Nowhere Else

|             |      | Desire to Acquire |   |   |
|-------------|------|-------------------|---|---|
|             |      | 0                 | 1 | 2 |
| Exclusivity | Rank |                   |   |   |
|             | 0    |                   |   |   |
|             | 1    |                   |   |   |
|             | 2    |                   |   |   |

Use this simple system to approximate the potential appeal of your company's USP:

1. Rank the ideal customer's **desire** level for your company's USP.
2. Rank the **exclusivity** of your USP.
3. Multiply the two numbers.
4. If the total is less than 2, rethink your USP.

## 2. Express your value proposition (USP)

### Principles for expressing a value proposition effectively:

1. Ask yourself: "Why should my ideal prospect (the group you intend to serve) buy from me instead of a competitor?"
2. Compare your answer with the claims of your main competitors.
3. If your competitors can claim the same, start over.
4. Refine your value proposition (USP) until you can articulate it in a single, instantly credible sentence.
5. If you had just **10 words** with which to describe why people should buy from your company instead of someone else, what would you communicate?

### Write out your Unique Selling Proposition:

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