

Stand Out

Unique Selling Proposition (USP)



Stuffy nose? Bad cough?

A USP creates Pizza delivered in 30 minutes or it's free

Can you hear me now? **Good!**

Desire and urgency



Not just a face in the crowd

Six steps to uniqueness

Let me repeat myself

It keeps going and going...

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MacBook Air

Keep Going!





So What?

You have a package that *must* be delivered by tomorrow. Who will you call?

You're craving a pizza with the freshest and best ingredients. Where will you place your order?

You want an insurance agent you can really rely on, even if it costs a little more. Which one will you choose?

Successful companies make an impression on customers by separating themselves from competition in ways that make it difficult to think of them as competitors. Needs or wants arise. Customers seek solutions. The reliable business is the one that John's sets forth. The best ingredients make better products. And of course you know that, like a good neighbor, State Farm is there.

These are all examples of USPs—unique selling propositions. Find out more about what they are, why they're important, and how you can build an excellent USP for *your* business!

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Objectives:

- A** Describe unique selling proposition.
- B** Identify company's unique selling proposition.

A USP is A-OK

USP defined

A USP, or **unique selling proposition**, is an attribute of your product or brand that separates your business from competitors. USPs can take many shapes and forms. They can be characteristics of the product, the offer, the guarantee, the price, the placement, or any combination of these elements, but they all have one thing in common—they provide a meaningful, one-of-a-kind benefit for the customer. This benefit is specific and exclusive to your company, something that can't be found anywhere else, and the USP is your way of communicating it to your target market. A USP answers this question for the customer—"Why should I buy from you instead of from someone else?" It presents a distinct, appealing idea that shows your company's special **niche** in the marketplace.



The term "unique selling proposition" was invented by Rosser Reeves, an advertising executive who worked for the famous New York agency Ted Bates and Company. The USP theory is based on extensive research the agency conducted in the early 1940s on successful advertising campaigns. In 1961, Reeves published many of his thoughts and ideas in his book, *Reality in Advertising*.



since they tend to remember just one thing from any particular ad or promotional campaign. You can probably think of dozens of USP slogans just off the top of your head. Here are a few examples. Can you identify the company for each one?

- *It keeps going and going and going and going...*
- *Pizza delivered in 30 minutes or it's free*
- *Can you hear me now? Good!*
- *So easy a caveman can do it*
- *Easy, breezy, beautiful...*

Flashy, creative promotion can be fun. But smart marketers know that there has to be a real, substantial message behind the hype if the company wants to reach its target market and build a loyal customer base. Building your business's marketing efforts on the foundation of a strong USP ensures that your message won't be lost or forgotten.

Summary

A USP, or unique selling proposition, is an attribute of your product or brand that separates your business from competitors. It provides a meaningful, one-of-a-kind benefit for your customers and shows your company's special niche in the marketplace. A USP is important because it makes your business more visible in the crowd and helps you to build a lasting reputation. It also provides a focus for your work team. Marketers rely on USPs as part of their positioning and product differentiation strategies.



Positioning is a product mix strategy in which a business creates a certain image or impression of a product in the minds of consumers. **Product differentiation** refers to making a good or service appear different from similar products on the market.

1. What is a unique selling proposition?
2. What are the benefits of creating a unique selling proposition?
3. How do USPs relate to the marketing function?

The Gray Zone

Unique selling propositions are designed to make a company stand out in the crowd. Let's say a certain company builds a USP for its over-the-counter medicine. The medicine is designed to take if you have pet allergies. Other medicines are available to take as well, but this company positions itself as the only so-called "natural" medicine for a pet. How can this company present itself this way? Or is this a gray zone?

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Step Five—Integrate your unique selling proposition into all aspects of your business.

A USP doesn't do your company much good if you get it down on paper and then forget about it. You must integrate it into every aspect of your business. This includes, but is not limited to:

- Advertising
- Sales pitches and scripts
- Sales copy
- Letterhead and letters
- Business cards
- Postcards
- Brochures
- Web site
- Flyers
- Internet marketing
- Signs

*Pizza delivered
in 30 minutes
or it's free!*

**Step Six—Put it on repeat.**

To remember your USP and to automatically think of your business when certain needs or wants arise, your customers must hear your proposition over and over and over. Think of an advertising jingle that gets stuck in your head. It may be annoying, but it sure is effective, isn't it? And, if that company has done its job right, that jingle will contain its USP.

Another reason to keep repeating your USP is to guard against competitors. If your competitors will attempt to neutralize your USP, either by minimizing it or copying it, your "ownership" of your USP, the better. Use your unique selling proposition in every situation, as loud as you possibly can, as long as you possibly can.

**SAMPLE
PAGE**



*Pizza delivered
in 30 minutes
or it's free!*

*It keeps going
and going...*

Summary

USPs must be easy to communicate, be meaningful to the customer, be specific, create desire and urgency, be able to be fulfilled, and last for the life of the product or brand. To create a workable USP, start with a great product, identify the top needs and wants of your target market, rank your company in relationship to your competitors, articulate your idea, integrate it into all aspects of your business, and repeat it as much as possible.

1. List the general guidelines that all USPs should follow.
2. List the steps for identifying and building a USP for your business.

