

The Perfect UNIQUE SELLING PROPOSITION

WORKSHEET

FILIP  KONECNY

SALES MESSAGES THAT DRIVE YOUR CONVERSIONS INSANE

Step 1. Have an Honest Conversation

Gather your leadership team (or if it is just you, set aside some time to be alone) and have a frank discussion about how you stack up to the competition. List out everything that you consider to be a desirable benefit of doing business with you.

Step 2. Find Out If You Are Unique

Take a close look at your product or service (and also at the benefits above) and ask yourself if there are any unique benefits your competitors lack...

If yes, write them down.

Step 3. Brainstorm Possible USP Benefits

With your leaders, brainstorm new ways you can offer a benefit to customers that they can't get elsewhere.

Answer these questions:

- What void in the marketplace can you fulfill?
- What can you guarantee?
- What do people hate, you can solve?

Write answers to these questions down:

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Step 4. Choose The Benefit

Identify the benefit above that best suits your brand, and let your business (or product or service) circle around it.

Step 5. Write Down Your USP

It can be a slogan, or just a sentence that shows why you are unique. But you have to demonstrate the uniqueness. Now, write your USP down...

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