

Your Unique Value Proposition

USP/UVP

What is your USP (Unique selling proposition) also known “unique VALUE proposition”?

I prefer and will be using UVP in this article because I like the emphasis to be on VALUE and not *selling*. If there is value...there will be sales!

Can you, without hesitation, clearly state your UVP?

If you answered no, you have a little work to do. But the good news is that it's not difficult and once complete your mission will become clear. Plus, your ability to attract the sort of clients you love to work with will be like bees to honey.

Regardless of what type of service or product you are offering, there are several elements that go into making a solid UVP. Without exception, it should:

- Quickly and **clearly convey the value** of what you are offering.
- **Explain how your service/product is different** from that of your competitors.
- State **benefits as well as features**.
- Address the **key needs and pain points of your target audience** and underline how your offering is the solution.
- **Avoid superlatives** such as “the best” or “world-class,” as well as any jargon or acronyms.
- **Use layman’s terms** to convey what you are offering to even the most uninitiated audience.
- **Use customer-centric language** rather than company-centric language (remember, this is NOT your mission statement). Steer clear of using the words “we,” “our” or “I.” This is ALL about THEM!

“Price is what you pay, VALUE is what you get.”

-Warren Buffet



“My SERVICE is the BEST EVER”!

Resist the urge to identify your value proposition as “one who provides unbelievable service”. This is the weakest and least defensible value proposition you can possibly select as your key differentiator or in which your audience will perceive true value.

Who doesn't think they provide great service? As a buyer of someone else's product or service, don't you pretty much expect that they will provide good service? When you consider it from that perspective, you can easily see just how flimsy “great service” is as a UVP.

I'm Different!

Being different in and of itself isn't enough either. You can be different and be completely incompetent in delivering your product or service in the marketplace. In this case, simply being different isn't going to cut it either.

Still Stuck?

Do a Google search for people who provide the same products or services you offer and borrow some ideas. No need to reinvent the wheel here. It's perfectly okay to go *outside* of our local market and see what is working for others. You can benefit from someone who already paid big bucks to an advertising and marketing firm to help them hone a terrific UVP.

The Benefits of Being Clear on VALUE

Have you ever felt like a “mark”? In other words have you ever felt as if you are the target of someone who has decided that YOU will be the next person to buy what they are selling?

Picture this, you are at a networking or business function and Joe/Jane Salesperson walks up and hands you their card and immediately begins with how great and wonderful their product/service is.

Not a very good feeling is it? In fact it's pretty repulsive and your gut tells you so. Your fight or flight radar kicks into full gear and you go into retreat mode.

Thus shutting down any willingness to be open to their real marketing message even if it's a good one and something that you happen to want or need.



Contrast that with someone who asks about *your* products/services and truly listens to what you have to say. With this approach he/she can wait for the proper opportunity to state their UVP.

If you are prepared to clearly and concisely verbalize your UVP at anytime and anyplace, you will be rewarded with many more people who are receptive to your message.

It's only when your message is heard, understood and has undeniable *value* that your marketing message will be effective.

Discussion:

Please come to your meeting prepared to share YOUR UVP!

Do you know of a company who has an especially effective UVP? If so, what is it and what makes it so effective. Please bring some examples to add VALUE to our conversation.

“Try not to become a man of success, but rather try to become a man of value”

-Albert Einstein