

Unique Marketing Solutions

Real Results. True Value.

What is your Unique Selling Point?

Clearly communicating your unique selling point (USP) makes you memorable to customers and sets you apart from your competitors. Get it right and it will positively impact on your sales and increase the effectiveness of your marketing. It does however need to be associated with a need or desire your customers have.

Many small to medium sized businesses believe that the personal service they offer customers is a unique feature of their business. However if all your competitors also claim to offer this, in order for personal service to be a unique feature of a business you must demonstrate in what way your customer service is special.

How do I work out my Unique Selling Point?

There are two aspects to working out your USP. Firstly, what makes you unique as a business and the secondly, what makes you unique as an individual.

Start by listing all the features and benefits of your business that you believe makes you stand out from your competitors. This may include a unique product or service feature, a great location, an added value feature that your competitors do not offer or be price orientated. Ideally you are looking for something that you can say 'We are the first...' or 'We are the only...'. I would advise caution on basing your USP on being the cheapest as it can be perceived that your product/service is of a lesser quality and it can often lead to price wars with other competitors.

Go back and review your list and be ruthless. Step into your customer's shoes and select the one feature that stands out most for you as a **customer** not the business owner. Think about what is important to them, what they want and need. Also think about preconceived ideas customers may have about your industry or type of business. How do you differ from those stereotypes?

Finally do your research and see how your competitors compare. Remember great customer service is not a unique selling point. All businesses market themselves as being great at customer service.

Now consider your USP as an individual. List qualifications, experiences, values and ethics you or an employee have that you feel makes you different from others in your industry. For many small to medium sized businesses this is a great way to find your unique selling point. Think about stereotypes of people in your industry and how you differ as well as the benefits for your customers.

Now put your business USP and your personal USP together and you have the basis of your unique selling point. Always keep in mind that it must be appealing to your customers. Ask yourself this question "Would I buy from me?" Be honest.

Give me an Example

An interesting example of a USP used by many IT companies is that they do not speak in technical language and therefore you'll understand them. However what is interesting is that so few of them actually live up to that promise even in their marketing materials. Many of them use jargon that few customers would understand. The lesson from this is what ever your USP is you had better deliver on it. If you do service with a smile you better be smiling!

To give you an example of a unique selling point I give you ours... Unique Marketing Solutions is the first company to offer a full range of STRATEGICALLY BASED marketing services in the form of transparently priced packages upfront so customers know exactly what they're investing in and the FULL RANGE of benefits they will receive.

In terms of our unique personal qualities at UMS, we always strive to behave with integrity and honesty, values not often associated with sales and marketing. We are also as passionate about your business as we are ours.

If you choose to take up the challenge of developing your unique selling point please feel free to send them in to us at info@UniqueMarketingSolutions.co.uk

Finally....what makes Unique Marketing Solutions different from other marketing companies? We are the only company to have freely shared with you not only the importance and relevance of having a USP but how to develop your own.