

Unique Selling Proposition Worksheet

Benefits of a Unique Selling Proposition (USP)

1. A strong USP will drive sales and make communication with potential customers more effective.
2. A good USP helps employees and friends of the company understand the value of your products or services.
3. If your USP is truly unique, it will differentiate you from your competitors. Competing on differentiation instead of price is a stronger competitive position.
4. Your USP can speed up sales and open doors because it is easy to understand.

Steps to Develop Your Best USP

1. List 5-8 BENEFITS that make your product/service unique, valuable, or interesting to customers.

_____	_____
_____	_____
_____	_____
_____	_____

2. Are you the best provider in your market? (HINT: Your answer should be **YES** with a justification)

3. WHY are you the best provider in your market? List as many believable reasons (that are not generic) as you can. Note: "We focus on (quality, service, customers, or our people)" is dull and generic.

_____	_____
_____	_____
_____	_____
_____	_____

4. Why do your customers buy from you? What reasons have potential customers given for NOT buying from you? Write these down to help further define your USP.

_____	_____
_____	_____
_____	_____
_____	_____

5. Which of these would make your product seem more beneficial? Circle or Highlight the top 3-4 above.

6. Write your USP. Combine the best benefit, offer, & a specific guarantee into a short sentence. Test it.

7. Roll Out Your USP **everywhere!** Use it as a core part of your branding and marketing.