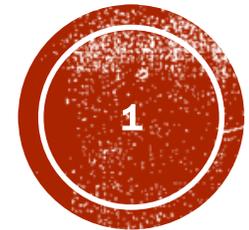


DEVELOPING YOUR USP

Graham Perryman – Dragonfly Framing, Bicester



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WHAT IS A USP AND DO WE REALLY NEED ONE?

Unique Selling Proposition

Should:

- Enable your business to stand out from the crowd.
- Make an emotional connection with potential customers in the national / local marketplace.
- Your USP is all about what makes you unique in a way that is both relevant and appealing to your target market.
- It's your core company identity and values that extend from your products and / or services.
- Think of your overall USP as your company's reason for being.



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IS IT RIGHT TO SIMPLY MARKET THE FACT YOU'RE THE 'BEST PICTURE FRAMER' AROUND?



- You should try to find something you do better by doing it uniquely rather than trying to simply be the best in a diverse, crowded category.
 - We all wish our businesses are remembered for what we do best, so it helps to identify those particular characteristics that will be memorable, and unique to you.

This 'differentiation' is one of the most important strategic and tactical activities in which businesses must constantly engage.

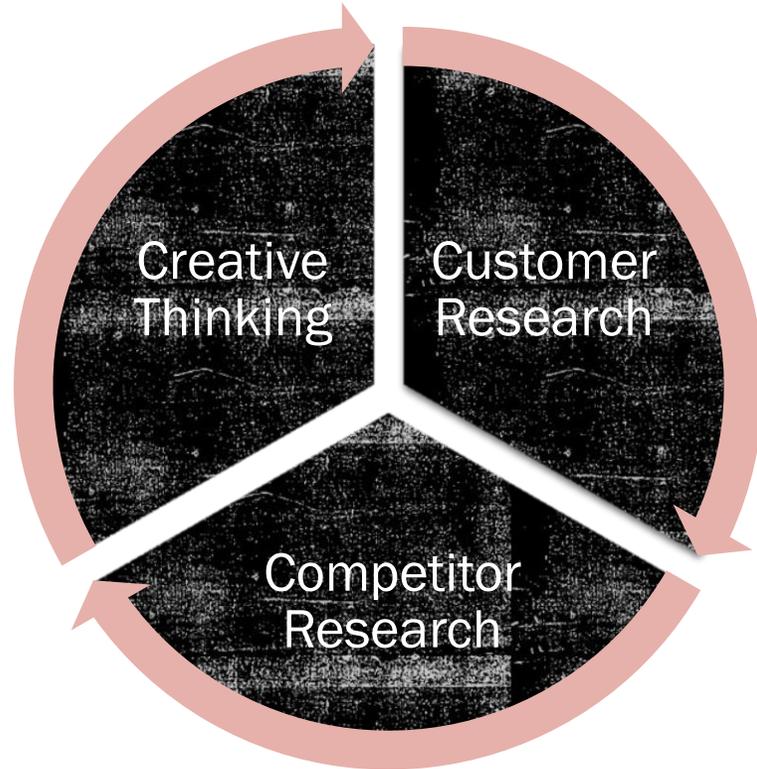
WHAT TRAITS DOES YOUR BUSINESS HAVE THAT DESERVES THE TIME, TRUST AND MONEY OF YOUR POTENTIAL CUSTOMERS?



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ENGAGING WITH YOUR CUSTOMERS



What elements of your business make it....

Compelling

Captivating and convincing

Different

Out of the ordinary and individual

Memorable

Unforgettable and renowned



STEP BY STEP GUIDE TO CREATING YOUR USP

1

1. Who's
your
target
audience?

Be precise in
stating who you are
targeting.

- ✓ Save you money and resource in future marketing
- ✓ Bring the right customers to your door
- ✓ Improve the return on any investment you make
- ✓ Remember the 80 | 20 rule, 80% of your revenue comes from 20% of your customers, but 65% of sales comes from 4% of those customers!

STEP BY STEP GUIDE TO CREATING YOUR USP

2

1. What problems do you solve with your products and services?

With your customers' shoes on, drill down into what are the particular attributes of your products and services that meet their needs or solve their challenges.

- ✓ Great USP's work because they provoke an emotional response
- ✓ Find that emotional connection between your customers problems and the benefits of your proposition
- ✓ Focus on what your customers have problems with first, before diving into the solutions.

STEP BY STEP GUIDE TO CREATING YOUR USP

3

1. What are
you
promising
to your
customers?

A key objective of a successful USP is to spell out or to imply your promise to your customers

- ✓ Make sure that you can deliver on your promises, consistently

STEP BY STEP GUIDE TO CREATING YOUR USP

4

1. What differentiates you from similar businesses locally or nationally?

Remember your customer will look at your competition, as well as you, before they make a choice about who they use.

- ✓ With your customers' eye view, coupled with your competitor research, decide what it is that differentiates your business from your competitors
- ✓ Think about the benefits of what you deliver for your customers, rather than the features of your products.
- ✓ Stick to one category, this focuses attention of something specific and unique to you

STEP BY STEP GUIDE TO CREATING YOUR USP

5

**1. Combining
your results
to give you a
Unique
Selling
Proposition**

Writing out all you have worked on so far into a short paragraph or two is the first step

- ✓ To reach your final USP, refine it to one or two sentences
- ✓ Your proposition should encompass or imply what differentiates you from your competition, how you promise to solve your customers problems with real proof that you can deliver

STEP BY STEP GUIDE TO CREATING YOUR USP

1. Who's your target audience?

What problems do you solve with your products and services?

1. What are you promising to your customers?

1. What differentiates you from similar businesses locally or nationally?

1. Combining your results to give you a Unique Selling Proposition



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PROSPECT

Specifics are important here, so be precise in stating who you are targeting. Rather than simply targeting all customers in 'my town', narrow it down more precisely. **Targeted segments have a strong appeal.**

PROPOSITION

Your proposition should encompass or imply **what differentiates you from your competition, how you promise to solve your customers problems with real proof** that you deliver on your promises.

PROOF

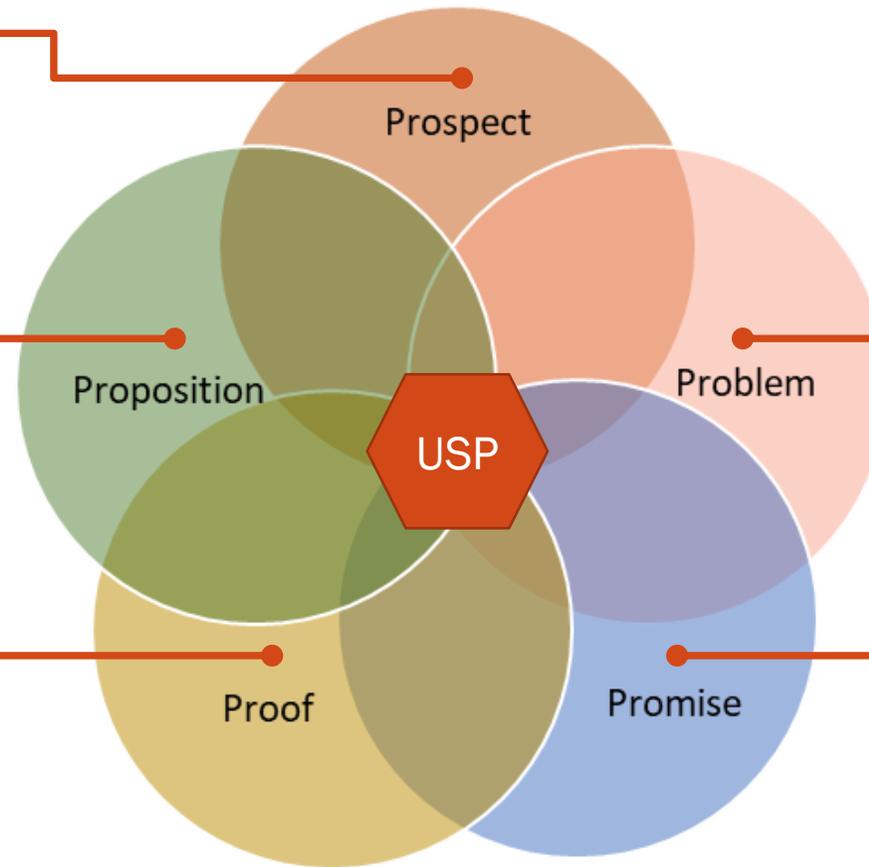
Draw out the features, then decide what the benefits are for your customers, then **choose your number 1 benefit** why your customers come to you above the competition. Strong benefits backed up by overwhelming proof builds compelling marketing messages.

PROBLEM

When you boil it down just two messages spark interest in your ideal prospects: **Problems they don't want** and **or results they don't have**, so focus on these instead of your products and services.

PROMISE

A key objective of a successful USP is to spell out or to imply your promise to your customers, so write down your customer pledge in this step. Consider how you can **promote one unique quality to an impactful emotional concept**. Make sure you can deliver 'your promise', consistently.





QUESTIONS



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THANK YOU



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