

Why You Must Define Your USP (Unique Selling Proposition)

By Joe Heller, High Performance Sales Coach

The Unique Selling Proposition (USP) is one of the most critical sales elements that you can deploy to successfully differentiate your company's products and services from your competitors.

The USP is the core of your marketing campaign, a message that must be clearly stated that ties a specific benefit for your target market. The USP differentiates you from your competitors. THE USP establishes your value in the eyes of your market and raises you above the commodity market where the majority of your competitors compete on price.

The term USP was coined by Rosser Reeves with this notable tagline; "M&M's melt in your mouth and not in your hands". Another prominent USP includes Tom Monahan's slogan for Domino's pizza; "Fresh, hot pizza delivered in 30 minutes or less -- g-u-a-r-a-n-t-e-e-d!" This USP gave Domino's a competitive advantage in the mind's of pizza consumers that allowed them to overtake the #1 position in the already over saturated pizza market.

To help develop a powerful USP for your company ask yourself the following question.

"Why should I, your prospect, do business with you vs. any and every other option available to me in your market?" (The M&M's USP answers this question perfectly and illustrates the awesome power of a great USP.)

The truth is that if you have trouble enunciating a USP, you have much bigger business problems than advertising alone might solve and you should consider dedicating some time to defining your unique competitive advantage.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Dedicated To Multiplying Your Sales;

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