

Find Your Unique Buying Advantage And Watch Your Profits Grow

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**Find Your Unique Buying Advantage And Watch Your Profits Grow**

**By Noel Peebles**

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Clear positioning is critical for any product or service, whether new or existing. Without clear positioning it is hard to find or establish a Unique Buying Advantage (UBA).

The first thing to consider when working on your positioning strategy is the question "where do you come in first?" Then consider what key benefits you offer over your competitors. If you don't already know what your customers think about your business, do some quick research to find out.

What's the ONE WORD or phrase that comes to mind when customers think of your business? Is it service, price, selection, convenience, quality or something else? Do you really "own" that word or phrase in the customer's mind? Does it reflect the position you want?

If you can't think of that ONE WORD or phrase, then maybe you're trying to be all things to all people. Narrow the focus. You can't stand for something if you chase after everything.

Positioning is the marketing tool that helps prospects and customers identify what's unique about your product or service and your company. This enables you to turn your positioning into creative advertising.

Use your positioning to give your advertising purpose, to give it a message, and to give it the appropriate tone. Then and only then, are you on your way to developing a

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good advertising strategy. Do that well and you'll save money – and make money!

Positioning will guide you to make sensible decisions about when and where to advertise, and what message to communicate. It will help you with targeting and also help you identify what benefits you are selling.

The advertising will also need to project your business' personality. Is it serious, fun or classy – positioning will help you decide. Armed with an advertising strategy, you are now ready to develop a creative idea – one that

will dramatize that single-minded benefit or Unique Buying Advantage (UBA).

So, if you want to motivate customers to do business with you instead of your competitors then the answer is to clarify your positioning and find a UBA – one that you and you alone own.

Your UBA becomes the single most important factor that drives your business, your customers, your staff and most importantly, yourself!

Let's face it, if you make a great promise to the market place, you have to back it up and so does your staff. Your UBA becomes the rudder. Once you and your staff know and understand your UBA, decision making, tactics and strategies become a piece of cake. Simply, if it doesn't fit the UBA, you don't do it.

If you do nothing else, please make time for this one marketing strategy. Your life will change for the better if you do.

### **For The Very Finest In Watches, Get A Rolex Watch**

**By Mike Yeager**

A Rolex watch sets the standards for all watches, and has for many years. While there have been many imitators, none can match the Rolex's quality and look. For almost a hundred years, Rolex has been the leader of all watch companies. Rolex's devotion to building a watch that is durable, attractive, and accurate has made it the most famous watch of all time. Rolex also makes watches that perfect

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for someone who loves the water. The "Sea-Dweller", "Submarines Date", "Rolex Yacht-Master" are all made specifically to be waterproof at even hundreds of feet underwater. However, be aware that there are also models that are made for everyday wear, such as the "Air-King" and "DateJust". Be sure to buy a genuine Rolex, and not a fake Rolex. The easiest way to make sure you are buying a genuine Rolex is to buy it from a certified Rolex dealer.

How to choose the perfect Rolex Watch for you.

Buying a Rolex watch is certainly a large investment, as Rolex watches certainly cost more than the average wristwatch. Most Rolex watches such as the Rolex yacht master, cost thousands of dollars. However, be aware that you will be buying a watch that will not only work your whole lifetime, it will also look pretty good doing it. However, a new Rolex watch may simply be too much money for some people. If that is the case, consider buying a pre-owned Rolex watch instead. Whether you buy a new or used Rolex watch, you will definitely enjoy the use of a finely made watch made by the finest watch company in the last one hundred years. A Rolex, watch, omega or cartier wristwatch are all good investments, but the Rolex is simply the best.

Mike Yeager  
Publisher

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Three Ways to Re-invest in Your Business for Maximum Profit  
The Complete Guide To Buying Watches  
Tips On Buying Watches Online  
Essential Watches - A Guide To Buying Fine Timepieces

Webcam Watcher  
File Resource Meter Software  
Super Charged Linking  
Software Empire  
Forbidden Psychological Tactics

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