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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Using a USP to Quickly Connect With Prospects**

**By Maria Marsala**

**Using a USP to Quickly Connect With Prospects by Maria Marsala**

The acronym USP (Unique Selling Proposition) was created by Rosser Reeves, marketing expert in the 1960's. Over time, his concept has been used by others, called different names by different individuals and pretty much has taken on a life of its own. You might know about this concept, but call it a Unique Selling Advantage (USA), Competitive Advantage, Elevator Speech or 30-Second Commercial. Dennis S. Vogel, Internet author, says, "The biggest words for each of them is UNIQUE!" One thing that seems to be consistent is that USPs work best when they're short and get your point across – fast! During a recent teleclass I attended, held by Jay Conrad Levinson, author of Guerilla Marketing Handbook, mentioned creating a 7 word USP.

Have you ever had someone introduce themselves, using their title, and then you tuned out the rest of their introduction? Have you ever introduced yourself to someone and watched an invisible wall come up between the two of you?

When we tell people "what we are" instead of how our services can benefit them or "who" we are, walls often pop up. So how can you get and possibly keep someone's attention? Learn to introduce your business credentials, without using your title. Create a few business and personal USPs.

For example: If you're at a networking meeting, you'll first shake the other person's hand and then state your name.

Other things you might add to your USP are:

1. What makes the work you do unique as compared to others in similar careers.
2. Something special about your business and how it can benefit your new acquaintance.
3. An open ended question such as "tell me about your business so that I can tell others about you", "how long have you been in business and/or lived in this area?" etc.
4. State your title somewhere in between what you say, vs. saying it at the beginning.
5. Say something "daring" like "I'm in the happiness

business, is there an area in your life you'd like to make happier"

6. If you have something new you're promoting, don't be afraid to change your USP to include it.

Once you've written what you want to say, ask your clients questions about what makes your business stand out, what you offer that is of the highest quality, etc. Why? You want to state the benefits of doing business with you from the clients' perspective, not yours—and I can tell you that what you see as a benefit of doing business with you may not be what your clients feel.

Creating a few different business and personal USPs, then practicing them, can make the difference between connecting with people and not connecting. So practice your new introduction on everyone you know until the words feel comfortable to you... Practice in the mirror... and tell everyone you know you'd like to borrow them to practice, too.

Additional information on USPs can be found on the Internet at:

USP History and The Basics

[www.emediaplan.com/admunch/Biographies/Rosser.asp](http://www.emediaplan.com/admunch/Biographies/Rosser.asp)

A Compelling USP Description by Dale Chambers

[www.cism.com/featurearticles/compelling\\_description.htm](http://www.cism.com/featurearticles/compelling_description.htm)

If you don't have a USP (Unique Selling Point), Create One by Karl Ruegg [www.topten.org/public/AP/AP86.html](http://www.topten.org/public/AP/AP86.html)

3 Steps To A USP By Barbara Ling [www.riseway.com/usp.html](http://www.riseway.com/usp.html)

How to Write an Elevator Speech

[www.avnmembers.co.uk/knowledgebase/Business/elevatorspeech.htm](http://www.avnmembers.co.uk/knowledgebase/Business/elevatorspeech.htm)

Use Your Unique Selling Proposition To Make The Sale by Jana

M.Kemp [www.janakemp.com/article3.htm](http://www.janakemp.com/article3.htm)

Unique Selling Propositions (Some Questions To Consider)

[www.virtualtechnocrats.com/selfhelp/businessesebook/marketing/usp.html](http://www.virtualtechnocrats.com/selfhelp/businessesebook/marketing/usp.html)

Explains USA, UPS and all the other word's they're called by

Dennis S. Vogel [www.voy.com/31049/17.htm](http://www.voy.com/31049/17.htm)

MARKETING – 12 Unique Selling Propositions

<http://www.homebiz.ca/News/Archives/052200.htm#MARKETING%20-%202012%20Unique%2>

0Selling

Your USP: Why Should I Hire You? by Kevin Donlin

<http://www.careerowl.ca/candidates/resources.htm>

## **Discover Your Unique Selling Proposition**

**By Marc & Terry Goldman**

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No matter what you sell online, be it a product or service, it is critical to define what sets you apart from your competition, makes your product/service appealing to your target market, and what benefits your product/service provides your customers. This is your Unique Selling Proposition or USP.

Being able to communicate the unique benefits of what you have to offer in a specific manner is critically important for achieving a distinguishable difference between you and your competitors.

You should aim to make your USP the one specific idea that first comes to mind when people think of your product or service. A very famous example comes from the automobile industry: when people hear "Volvo" they instantly identify it with "Safety".

You must obviously work to educate your target market about your

product's USP. People did not just automatically associate Volvo with safety. Volvo helped to instill this idea in their heads through cleverly planned advertising, promotion and publicity.

You must have your USP clearly defined before you begin to craft any sales material for your product or service. This will help you to communicate your USP to your target market. If YOU can't state it your prospects sure won't see it.

Depending on the real benefits of your product or service and the void in your market that you are filling, your USP might be one of the following (or any number of others you might think of):

- \* You sell your product or service for less than your competition does.
- \* You sell a higher quality product or service than anyone else in your industry.
- \* You provide more customer service or education before, during and after the sale than anyone else does.
- \* You offer twice the guarantee of your closest competitor.
- \* You offer better bonuses than anyone else does.
- \* You serve a specific demographic i.e. age group, industry, or type of person.

Here's Exactly How to Create Your USP:

Write out in one to two paragraphs the benefits, NOT features, of your product or service; what sets it apart from your competition; and what makes it appealing to your target market.

Edit out the generalities and focus on the crispest, clearest, most specific promise your product/service can offer to your target market.

Rework it until you have a simple, clearly defined USP that your customers can instantly identify with. You should try to express your USP in a way that people really think. For example, forget anything like, "The innovative leader in banking services, financial products and convenient technology".

People just don't think that way. So it doesn't stick in their minds.

## Using a USP to Quickly Connect With Prospects

This is more like it: "South Africa's only international bank". Get the idea? Keep it simple. Succinct. USP's work best when they are a sentence or two for the most.

Lowestfare.com is an example of a company whose USP is clearly defined in their domain name. This company provides the lowest air fares in the air travel industry.

Does Your USP Pass This Checklist?

- \* Is it true?
- \* Is it easy to understand?
- \* Does it differentiate the product in an attractive manner from the competition?
- \* Is it expressed the way people will express it in their own minds?

If you haven't answered YES to all four of the above, go back and rework your USP until you can.

You should present your USP in every ad. And do so year after year. People remember with repetition.

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