

Business Plan

How to identify your business USP in Three Easy Steps

What is a USP and what does it say about your business?

Your Unique Selling Point or Proposition is what your business stands for – what the values of your business are. It is the thing that sets you apart from your competitors

Instead of being known for being able to do everything, be all things to all people, a strong USP is about standing for something specific

“What’s in it for me?”

When I ask people about what their USP is I notice that they tend to get stuck right from the first word. They start by saying...

“I am passionate about...”

“We are the leading service provider for...”

“I can help with...”

“I am a fully qualified/accredited...”

In other words, they start off by saying what they offer and why they are so great at what they do, an “I/We” statement

And I’m sure they are great at what they do, but in truth the client doesn’t care how passionate they are, or whether they have the greatest market share, or even whether they are fully accredited.

The customer/client has a problem, and they want to know how this business can solve it for them. That’s it.

If you think this sounds a little over simplistic, take a moment now to ask yourself what problem you really help your customers to solve.

By all means be clear about who you are and what you bring to your business, but this is secondary. First, it’s important to listen to your clients when they say **“what’s in it for me?”**

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Three steps to identifying your USP

Identifying your USP is not that hard when you begin to focus on your client's needs

The problem is when you attempt to be known for everything, you don't become known for anything, so take these three easy steps

Remember this top tip:

Keep your USP free of jargon. If a client doesn't understand the words/phrases you are using because they are too technical, they will immediately switch off

Want to find out more about business coaching?

**Contact Marisa at
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1. Put yourself in your client's shoes

You will already have many assumptions about why your customers buy from you. In order to really understand your USP you need to challenge those assumptions. Keep asking yourself – “what problem does my business solve, and how?” Do some market research among existing customers and your prospects. Nothing complicated, just keep it simple.

2. Ask your customers why they buy from you

What do they identify with about your business? This is less about the traditional customer demographics and more about understanding the emotional connection people are making with your business – what values do you have in common with each other that they identify with?

3. Uncover the real reason customers buy your product as opposed to a competitor's

Again, focus on your values and how that sets you apart from other people in your field what is your particular focus and why?

In order to have a unique selling proposition, you can't attempt to be known for everything. You have to make a stand for something. So ask yourself what will your business stand for?