

7 Tips for Powering Up Your USP (Unique Selling Proposition)

What do you say when someone asks, “What do you do?”

Do you answer with a powerful Elevator Speech or do you find yourself tripping over words and going on because you haven’t worked up a great response to that question?

Your Elevator Speech (also referred to as USP - Unique Selling Proposition or ABC – Audio Business Card) needs to have such impact that the immediate and desired response is, “Tell me more, that sounds interesting.” If you aren’t getting that response, your USP needs work.

Here are 7 tips to help you in the construction of a powerful USP.

1. The key word here is “*unique*”. What sets you apart from your competition (if you have any!)? What makes your service or product a “must have” item? You must be able to explain or describe, in a single phrase, why a prospect should do business with you. This does take effort, time and practice. And, the time to create your USP isn’t when a prospect asks you what you do! You need to be prepared. This one or two sentence statement must be clear, concise and contain the force of salesmanship in every word. It must create tension, excitement and urgency in the listener’s mind.
2. Describe the biggest problem you solve for your target market. Your solution must be brief and hard-hitting. No one really cares if you’ve been in business for 50 years – unless that is really important to the prospect. Nor is it really important that your business is family owned or has been in the same location for 25 years. What matters is what matters most to your target market. You have identified your target market, haven’t you?
3. When a prospect says, “Tell me more” or “That sounds really interesting” resist telling more about your solutions or your process or how you go about doing what you do. It is much too early for you to dive into a long soliloquy with this information. And, if you jump on that train, you will definitely lose your prospect’s interest. Here’s where you briefly respond with the **key results** your clients or customers receive as they work or do business with you.
4. If you don’t think you are different from your competition, then work at becoming different. Develop a stronger guarantee, offer better prices or specific services that they don’t offer. You need to stand out. Why are you the right choice among all other choices out there?
5. Stop the jargon in your USP. Use simple, easy to understand words. Simplicity is best. Your USP is what you say to everyone. Everyone is either a potential customer or knows someone who could be a customer. Everyone needs to be able to repeat your USP.
6. Your USP is NOT about you. **It is all about them!** You are allowed to say “I” only once in your USP! This takes work and practice.
7. Practice. Practice. Practice. Say your USP over and over until it becomes automatic. Try it out with several trusted people who will provide honest feedback. Your USP must have an impact, and let your enthusiasm about what you do shine through. You must be convinced first before you convince others.

You will know when you have a powerful and personal USP when someone asks you to tell them more about your business and how you might work together. High five when that happens!

