



Unique Selling Proposition:

The best way to discover your uniqueness is to start looking at your business from the outside. The following questions will help you find out what it is that makes you unique, and will help you think about your business in a new way. Be sure to be honest, and to spend the time giving detailed answers. Don't cheat yourself! Take the time and get your answers down in detail.

List your three biggest competitors.

1. _____

2. _____

3. _____

What do they do well?

1. _____

2. _____

3. _____

What do they do poorly?

1. _____

2. _____

3. _____

What would the average person say about each of these competitors?

1. _____

2. _____

3. _____

What is "unique" about them?

1. _____

2. _____

3. _____

What can they do that you can't?

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT



1. _____
2. _____
3. _____

Where are they geographically located in comparison to you and your potential market place?

1. _____
2. _____
3. _____

Describe the perceived standards of customer service in your industry.

Describe the perceived standards of technology in your industry.

Describe the perceived standards of product quality in your industry.

Describe the perceived standards in sales & marketing in your industry.

How does your business compare to these industry standards?

Customer Service: _____

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT



Technology: _____

Product Quality: _____

Sales and
Marketing: _____

If there was one phrase your customers and prospects used to describe what you do NOW, it would be...

“OH, you’re the guys who.....”

If there was one phrase your customers and prospects used to describe what you do in an IDEAL WORLD, it would be...

“OH, You’re the guys who.....”

What are the four reasons your customers come to you rather than your competitors? This question is especially important, so give it some real thought.

1. _____
2. _____
3. _____
4. _____

In what four ways do you perceive you are genuinely different from your competitors?

1. _____
2. _____
3. _____

PEOPLE * PROCESS * PRODUCTIVITY * PROFIT



4. _____

What are five things about your products or service that you take for granted, yet your customers don't know about?

1. _____

2. _____

3. _____

4. _____

5. _____

Ok, now you've been through all that, you should have a much better idea of what sets you apart from your competitors. Now it's time to ask yourself whether this uniqueness really matters to your customers.