



# A Guide to: Creating a USP

Ebook



## A Guide to Creating a USP

A Unique Selling proposition is a concept that your company should consider as a critical part of your business strategy. Your sales and marketing activities should always align with a solid USP that allows your prospects to recognise your benefits amongst the noise of a busy B2B marketplace.

We've put together this handy guide to crafting a USP that reflects your business and sets you apart from the competition, drawing in the target audience you'd like to work with.

## What is a USP, exactly?

A unique selling proposition, or USP, is designed to set your business aside from your competitors. With so much noise in the marketplace, a consumer needs an easy way to understand who to work with based on the values they hold the closest. By truly outlining your benefits that align with your customers, you should be able to demonstrate that you are more valuable to your buyer than competitors. Why? Because you have shown you are most aligned with their needs, goals and challenges.

## *So, where do you add value?*

How are you different from the competition, and why does your target customer care about that? In order to be convincing, the messaging must demonstrate a real and tangible difference from your company to the next one, that can actually be perceived as a benefit.

Offering a discount or great customer service is extremely vague and can be replicated by your competitors easily, so steer clear of ambiguous claims, focussing on your differentiators. If you can't quantify or defend your USP, then chances are that it isn't one.

Crafting a solid USP will then be embodied in other areas of your business and you should be able to easily demonstrate it with examples. A message to live by should then translate into your content, your sales process and how you communicate with your customers.

## Addressing your Target Audience

Crafting a USP should primarily consider your target audience. Pay particular consideration to your ideal customers and the buyer personas you've created for your business (we have guides available for both of these). These will help to signpost you to what your ideal customer looks like, and what their challenges are.

### *What are businesses looking for from a service like yours?*

What motivates customers to pick you and why do they choose to go with you above other competitors? For your existing customers, you may be able to engage them in an interview to get some much needed feedback. Most of the time, customers are happy to oblige, as they feel that their needs are being taken closely into account.

On our Sales Academy there is a selection of templates and guides to help you and your business.

## Cross Examine Competing Offers

When it comes to a USP, it can be wise to see how competitors approach their brand. By thoroughly analysing your own business and understanding the competitors within your space, you should have a reasonable understanding of how your offer differs.

You may offer a similar service at a moment's glance, but how you are different in your delivery of that service may be significant. By understanding how you are different, you may be able to execute a USP that exploits a different angle to the competition.

### Analyse your Strengths and Weaknesses

Naturally, all businesses can admit that there are vulnerabilities in what they do. No business is the finished article, after all. However, some analysis on your strengths and weaknesses will quickly illuminate some strong factors which, in unison, are extremely strong pull factors for a customer opting to use your product or service.

## Creating a USP with Clarity

Analysing all of the above areas will give you a better understanding of your service in comparison to the competition, and how it is valued by your customers. Your next step is to filter the attributes you have found and assess which of these are truly unique. Is this in your service, your features or your approach?

*Your written USP needs to be snappy, easily memorable and genuinely have means to set you apart from the rest.*

Validate your ideas with those who will be honest and objectively critical. When it comes to crafting something truly unique, you might not attract everyone, but you will start to gather interest from those who might value your reason for being different.

## How your USP affects your Activities

Now you have a functioning USP, you must examine where it should be used across your business. A USP should serve as a signpost to your business activities, from your relationship with customers to your internal team's ethos and approach to work.

By applying your USP in conjunction with framing your ideal customers, your USP should better be reflected across your brand and your wider business activities.

