

WHY YOU SHOULD USE USP



UNIQUE
SELLING
PROPOSITION

**THERE MAY BE THOUSANDS OF
IDEAS TO SELL YOUR PRODUCTS**

BUT ONLY
USP
WILLWORK FOR
YOUR BRAND



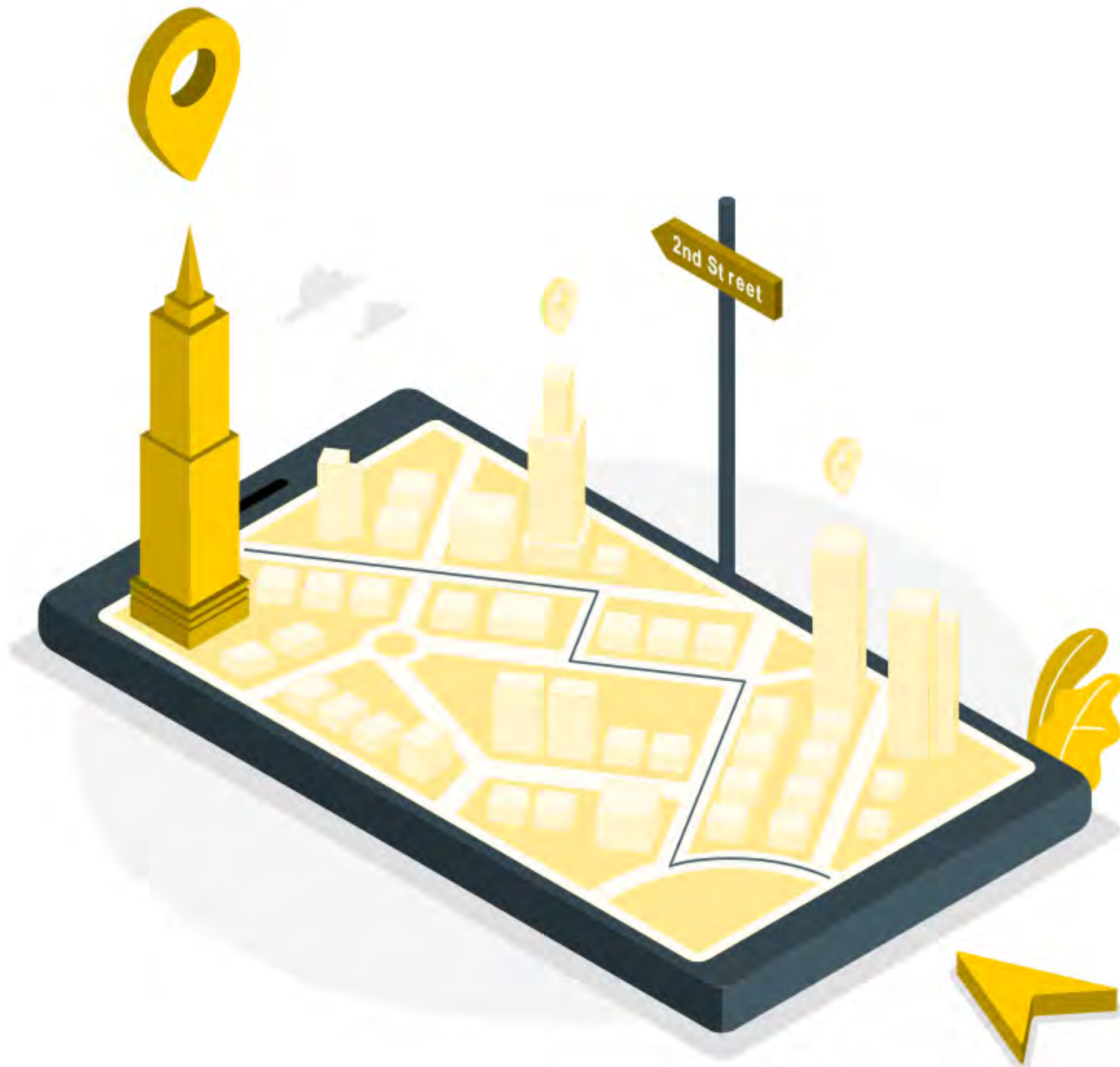
USP FOCUSES ON

WHAT YOUR CUSTOMERS CARE ABOUT

&

WHAT YOUR COMPETITORS ARE MISSING
TO PROVIDE AN ALTERNATE/ ADDITIONAL SOLUTION





**YOUR USP IS "UNIQUE"
& THERE IS A PROCESS
TO FOLLOW IT.**

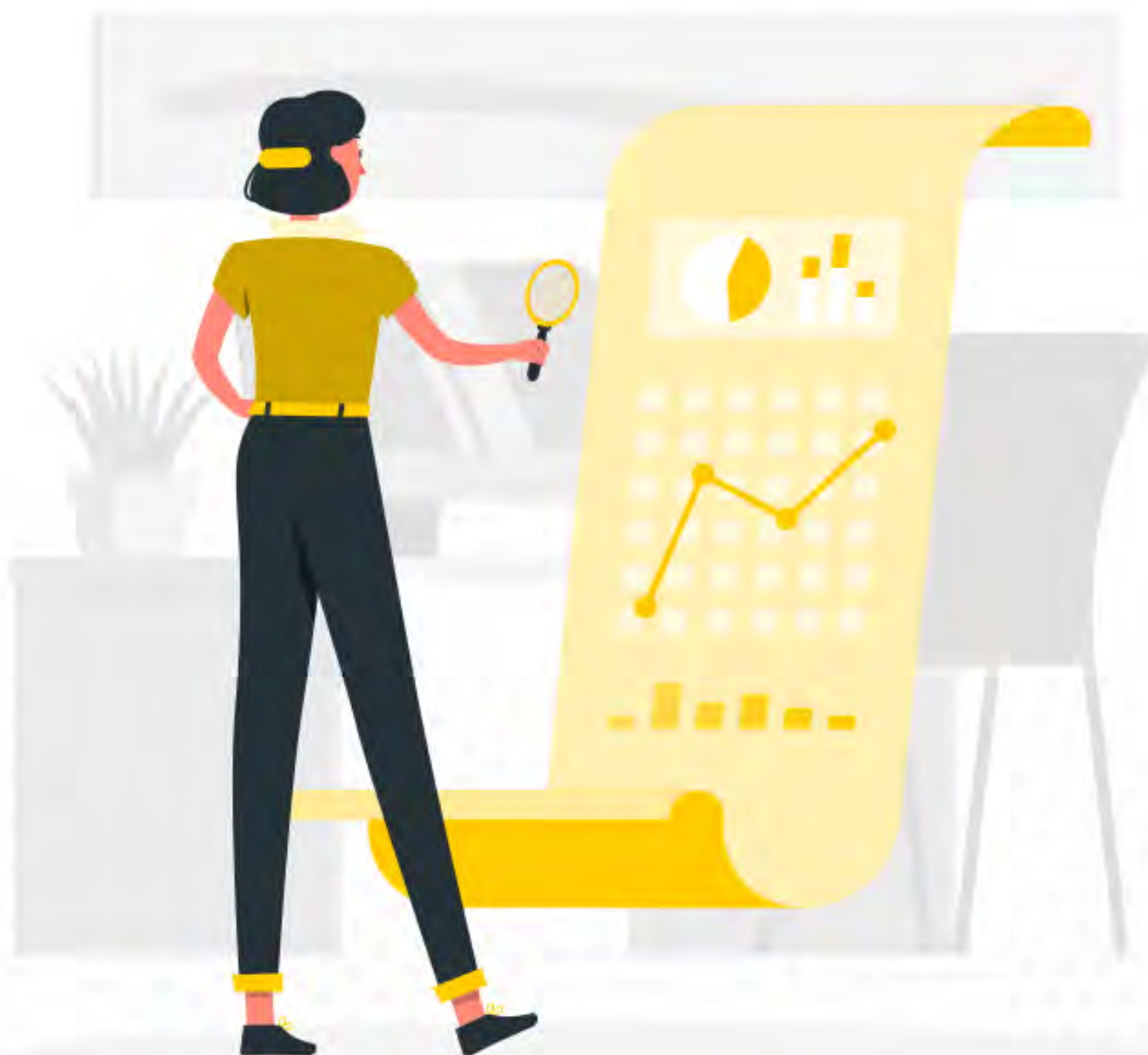
BE ACCURATE ABOUT WHAT YOU SELL

CHECK OUT THE **DIFFERENTIATORS** OF YOUR BRAND AND WHAT YOU SELL.



RESEARCH

- WHO ARE YOUR COMPETITORS?
- WHAT ARE THEIR USP'S?



POSITION YOURSELF AS A PROBLEM SOLVER

- PROVIDE ALTERNATIVE/ ADDITIONAL SOLUTIONS TO FULFIL YOUR CUSTOMER REQUIREMENTS



ANALYSE YOUR DATA

- CHECK WHAT YOU HAVE UNDERSTOOD TO MAKE YOUR USP, THE STRONGEST 'USP'.





**EVEN,
IF YOU ARE ABLE TO GET
A ROUGH IDEA ABOUT
YOUR USP.
THAT'S ENOUGH!
YOU'RE ON THE
RIGHT TRACK**



**SO TELL ME,
WHAT DO YOU
THINK ABOUT USP?**

IS IT IMPORTANT FOR
YOUR BUSINESS?
IF YES, PLEASE COMMENT

