

Sales Statement Series #7

Three Criteria to Validate a Unique Sales Proposition (USP)

Too often a company will brag how unique their product and or service is but this is meaningless unless the client or prospect shares the same perspective.

There are three key features of a unique sales proposition:

1. It is one the client can't acquire from your competitors.
2. It meets a pain or desire that has been present for some time.
3. You are the first, and not your competitor who draws the USP to the client's attention.

Unique sales propositions are usually centred on the culture of a company and or the individual salesperson. Research regarding the latter shows that 53% of clients will buy purely because of the experience they encounter with the salesperson.

There are very few products and services that are truly unique and if they are it isn't for long before a competitor will copy and will often supply at a lower cost. If you currently have a USP go hard while it lasts.

For more information on USP's or if you want to discuss your situation please contact Kurt Newman on 61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.