

Developing Your USP

1. What are you or your company great at?
2. What are you or your company good at?
3. What are you or your company better at than most of your competitors?
4. What are the primary benefits of doing business with your company?
 - i. Solutions
 - ii. Wants/Needs
 - iii. Pain/Pleasure
5. What makes doing business with you or your company a unique experience?
6. What measurable data do you have to support your position?
7. What are the weaknesses of your competitors?
8. What should everyone who does business in your industry know that is not widely known, communicated, or articulated?