

CREATING YOUR UNIQUE CORE DIFFERENTIATORS

We encourage you to contact us at Shape Your Business on 1300 791 600 for further ideas and support in this area.

<p>Step 1 Use your 3 biggest benefits:</p>	<p>Clearly describe the 3 biggest benefits of owning your product or service. Let me be blunt. Your prospect doesn't care if you offer the best quality, service, or price. You have to explain exactly WHY that is important to them. Think in terms of what your business does for your customer and the end-result they desire from a product or service like yours. So, what are the 3 biggest benefits you offer?</p>
<p>Step 2 Be Unique:</p>	<p>The key here is to be unique. Basically, your UCD separates you from the competition, sets up a "buying criteria" that shows your company is the most logical choice, and makes your product or service the "must have" item. (Not your competitor's.)</p> <p>Write your UCD so it creates desire and urgency. Your UCD can be stated in your product itself, in your offer, or in your guarantee:</p> <p>PRODUCT: "A unique golf club swing that will instantly force you to hit like a pro." OFFER: "You can learn this simple technique that makes you hit like a pro in just 10 minutes of driving practice." GUARANTEE: "If you don't hit like a pro golfer the first time you use this new swing, we'll refund your money."</p>
<p>Step 3 Solve An Industry "Pain Point" Or "Performance Gap":</p>	<p>Identify which needs are going unfulfilled within either your industry or your local market. The need or "gap" that exists between the current situation and the desired objectives is sometimes termed a "performance gap". Many businesses that base their UCD on industry performance gaps are successful.</p> <p>For example, Dominos Pizza used the "Pizza delivered in 30 minutes or it's free" UCD to become wildly successful. This worked because of the need or "gap" in the market - After a long day at work many were just too tired to cook. But the kids are starving and don't want to wait an hour! They want something NOW. Call Domino's.</p> <p>So, what are the most frustrating things your customer experiences when working with you or your industry in general? Alleviate that "PAIN" in your UCD and make sure you deliver on your promises.</p>
<p>Step 4 Be Specific and Offer Proof:</p>	<p>Consumers are sceptical of advertising claims that companies make. So alleviate their scepticism by being specific and offering proof when possible.</p>

CREATING YOUR UNIQUE CORE DIFFERENTIATORS (CONTINUED)

<p>Step 5 Condense into One Clear and Concise Sentence:</p>	<p>The most powerful UCDs are so perfectly written, you cannot change or move even a single word. Each word earns you money by selling your product or service. After you get your UCD written, your advertising and marketing copy will practically write itself!</p> <p>Now take all the details about your product/service/offer from the process in your action plan and sculpt them into one clear and concise sentence with a compelling reason fused into every single word.</p>
<p>Step 6 Integrate your UCD into ALL Marketing Materials:</p>	<p>Variations of your UCD will be included in ALL marketing materials such as your...</p> <ul style="list-style-type: none"> • Advertising and sales copy headlines; • Business cards, brochures, flyers, & signs; • Your "elevator pitch", phone, and sales scripts (check out our webinar on this topic); • Letterhead, letters, & postcards; • Website & Internet marketing.
<p>Step 7 Deliver on your UCD's Promise:</p>	<p>Be bold when developing your UCD but be careful to ensure that you can deliver. Your UCD should have promises and guarantees that capture your audience's attention and compels them to respond to you. Having a strong UCD can make your business a big success, or a big failure if you don't deliver on it thereby ruining your reputation. In the beginning, it was a challenge for Federal Express to absolutely, positively deliver overnight, but they developed the system that allowed them to deliver the promise consistently.</p>