

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.

Action	Outcome	Person Responsible <i>(Make sure you involve others, if possible)</i>	To be done by <i>(Date of next SYB webinar, if possible)</i>
Look closely at your business and note whether you offer anything that is genuinely unique in your marketplace.	To establish the unique areas or possible ways to create something unique within your business.		
Determine how you could create one of the 3 types of UCDs for your business and how you might articulate it to your customers. Perhaps a combination of two types might work better	To get a better idea of what will work best in marketing your business.		
With your team, come up with a list of all the reasons why customers buy from you.	To begin the process of creating UCDs for your business.		
Call your customers and ask them why they decided to buy from you, and what differences they noticed between you and your competitors.	To begin the process of creating UCDs for your business.		
Combine your team and customer ideas into one list. Cross out items on the list that your competitors would also promote. Note remaining items and form your final UCD list.	Makes your UCD list manageable.		
Talk with your team members about how your business might change if you were to promote those UCDs.	To ensure that the entire team is on board and committed to delivering on those UCDs.		

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Use your 3 biggest benefits	Helps to cull your list		
Identify the pain point or performance gap that is being addressed	Helps identify the key benefit for the customer		
Condense it one concise statement	Helps make the statement memorable		
Begin to promote your UCDs in all areas of your marketing.	To make it easy for potential customers to understand the differences between you and your competitors—in an instant.		
Deliver on the promise!	Improve customer experience, loyalty and brand		
Review the affect of the 4 ways on your own business with one of our SYB business coaches	To establish UCDs with as much selling power as possible.		