

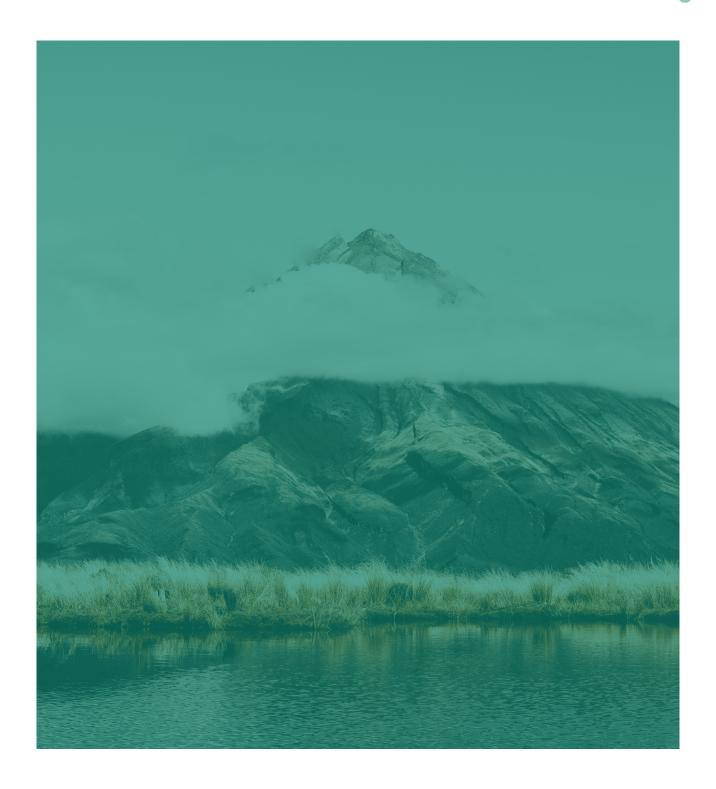
**Booklet** 



## Find your Unique Selling Positions

Workshop ————





### Introduction

Determining what makes your business stand out is key to attracting customers and thriving in the market. This workbook features some questions to guide you in defining your unique selling points (USPs).

## What's a USP and what's a hygiene factor?

A USP is a specific feature or benefit that differentiates your product/ service from competitors and is highly desirable to your target audience.

It's something that helps you stand out from the rest of the market.

By contrast, a hygiene factor is meeting a basic expectation. For example, "friendly customer service" or "delivering on time".

Proposition		Factor		
"First smartphone with under-display camera"		"Durable and scratch-resistant screen"		
"Secret recipe sauce used only in our burgers"		"Fresh, never frozen ingredients"		
"Sustainable clothing made from recycled materials"	versus	"Comfortable and well-fitting apparel"		
"Same-day delivery within city limits"		"Secure online payment processing"		
"Unique tours led by local experts"		"Clean and comfortable accommodations"		

### **Market & Competition:**

Who are your main competitors? What are their strengths and weaknesses?

Competitor	Strengths	Weaknesses
What are the current trends and Are there unmet demands you ca	needs in your industry? In address?	

What are the common pain points your target audience experiences? How can you help to solve them?

Pain points	How competitors solve them		



### **Product & Service:**

What are the unique features and benefits of your product or service? What problem does it solve?

Problems it solves		
<u> </u>		
ompetition?		
ustomisation		
es your offering improve your customers' lives? ar warranty.		

### **Brand & Differentiation:**

What are your brand values and mission? How do these translate into your unique offering?
What is your brand personality? How does it differentiate you from competitors?
What is your story? How can you authentically connect your brand with your target audience?



# Customer Focus: Who is your ideal customer? What are their needs, desires, and buying behaviors?

### **Landing on your USP**

Review your answers for the previous questions and brainstorm options for your own USP.

What are the biggest objections your customers might have? How can your USP address them?

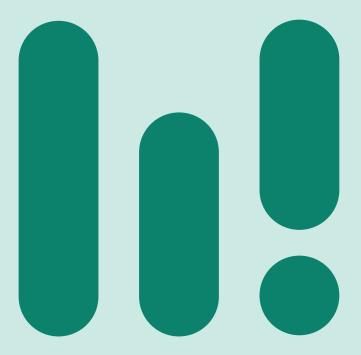
How our USP addresses them		

How does your USP resonate with your target audience emotionally? Does it solve a problem they truly care about?		
Validation & Testing:		
Have you conducted customer research to validate your USP?	Yes	No
Did it resonate with your target audience?	Yes	No
	V	NI -
Can you easily communicate your USP in a clear and concise way?	Yes	No
Does everyone in your sales and marketing team(s) know your USP?	Yes	No



# Notes





### Let's keep in touch!

### **Email:**

hello@mintdesign.co.nz

### **Phone:**

(03) 967 9505

### **Address:**

6/21 Humphreys Drive, Ferrymead, Christchurch



Mint Design New Zealand



mintdesign.nz



mintdesign



Mint Design Christchurch



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