

dekasp enterprises, inc.

What Makes You Unique? – Creating Your USP(BRAND) Your USP IS your Unique Selling Proposition

The best way to discover your uniqueness (BRAND) is to start to look at your business from the outside

The following questions will help you find out what it is that makes you unique, and will help you think about your business in a new way. Be sure to be honest, and to spend the time giving detailed answers. Don't cheat yourself!! Take the time and get your answers down in detail.

List your 3 biggest competitors...

- 1
- 2
- 3

What do they do well?

- 1
- 2
- 3

What do they do poorly?

- 1
- 2
- 3

What would the average person say about each of these competitors?

- 1
- 2
- 3

What is 'unique' about them?

- 1
- 2
- 3

What can they do that you can't?

- 1
- 2
- 3

Where are they geographically located in comparison to you and your potential market place?

- 1
- 2
- 3

Describe the perceived standards of customer service in your industry...

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Describe the perceived standards of technology in your industry...

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Describe the perceived standards of product quality in your industry...

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Describe the perceived standards in sales & marketing in your industry

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**How does your business compare to these industry standards?
Customer Service**

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Technology ...

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Product Quality ...

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Sales and Marketing

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If there was one phrase your customers and prospects used to describe what you do NOW, it would be...

“OH, you’re the guys who”

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If there was one phrase your customers and prospects used to describe what you do in an IDEAL WORLD it would be ...

“OH, you’re the guys who”

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What are 4 reasons your customers come to you rather than your competitors - this question is especially important, so give it some real thought?

- 1
- 2
- 3
- 4

In what 4 ways do you perceive that you are genuinely different from your competitors ?

- 1
- 2
- 3
- 4

What are 5 things about your product or service that you take for granted, that your customers don’t know about ?

- 1
- 2

- 3.....
- 4.....
- 5.....

Brand Example: “ The Professionals in Post Frame Buildings.”