

Action plan



Defining your USP

It's harder than ever for a business to stand out from the crowd. The market is increasingly competitive and businesses need to be able to quickly communicate how the offering is different to those of others. Defining your unique selling point (USP) is a great place to start, particularly if you make the most of the different voices within your business.

- **Effort:** Medium
- **Impact:** High

Actions:

Speak to loyal customers to find out what first attracted them to your business and why they continue to buy from you.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Learning about customers' experiences gives you an external perspective on your business and shows you what your target audience thinks is valuable.

Arrange a workshop to get input from the wider team who often have more exposure to the company's customer base.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Involving employees at an early stage not only gives you a broader range of ideas about what makes your business unique, but it will help with staff buy-in when it comes to promoting your USP.

Make a list of your target audience's problems and how your business helps solve them.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Customers' buying decisions are based on the problems they want solved. Identifying how you've met customer needs in the past can provide the foundations for your USP.

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Analyse your competitors to nail down the differentiator.

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Once you've generated a list of ideas from your customers and employees, analysing the strengths and weaknesses of the competition will help you identify what sets you apart.

Define your USP and run it by others to check it resonates.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Whether it's customers, employees, a focus group or all three, getting feedback on your USP will make sure it's an accurate representation of what your business does before you start promoting it.

How will I know if my action plan is working?

Way to measure success

Customer surveys.

Why this metric?

Surveying customers will tell you whether your USP played a part in their decision to buy from you.

How do I start tracking?

Include a short online survey in a follow-up email that thanks them for buying from your business. Collect the responses over six months to examine how often customers refer to your USP as their reason for buying from you.