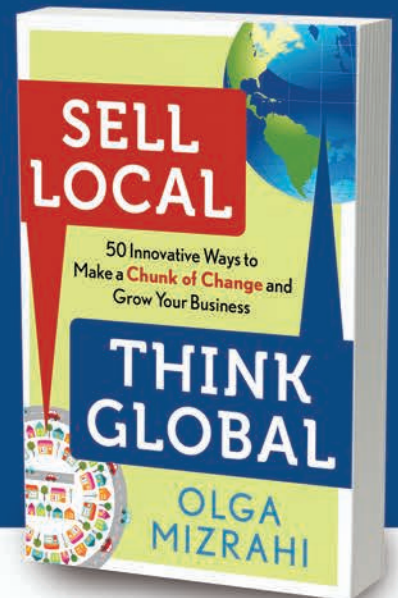


What Makes
YOU
Different?



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small change adds up big

Exclusive
Sell Local.
Think Global.
BOOK GOODIE





A Value Proposition

is an inherent promise of benefit that a company gives its customers, employees, or business partners. That value is usually measured in terms of “benefit minus cost.” Of course, a large part of determining value lies in comparing the alternatives.

A Unique Value Proposition

communicates the unique contribution your company, products, and/or services are able provide to the market—in a way **that is different from your competitors**. It’s paramount to communicate the *unique* part of the UVP, answering the “Why should someone choose you in particular?” and “What makes you different?” questions.

Start by brainstorming, as a team, asking, “**Who are we, as a company?**” It’s a big feat to be able to clearly and concisely answer the question. There are several ways to look at it, though. You can provide **several kinds of definitions**, including...

- A technical definition, which outlines the **specific services** you’re able to provide;
- A character definition that says something about **the personality of your group** of people;
or
- A market map definition, which identifies **where you fall within your group of competitors**.

Find the Difference

Our brains are trained to find what's different, just like in the fun exercise below. Can you find the five standouts?



1. Missing boat on left
2. Missing tower
3. Missing gondoleer
4. Missing bird on top of first building on right
5. Extra window on yellow building

If You Provide a Product

Your unique value proposition might consist of:

- A high perceived value;
- Unique packaging;
- Standout design;
- Ease of use; or
- The ability to fill a need better than competing products

If You Provide a Service

You might be different because of:






- Faster response time;
- The ability to offer more for less;
- A high level of expertise;
- The perception that you bring more to the table; or
- The ability to time the service offering that you have with a particular need.

If You Provide Something Else

Even if you're not selling a product or service (as is the case with many nonprofit organizations), you still have to tell people what unique value they'll get for their money, which may include:

- A "fit" with a particular value system (i.e. it elicits an emotion);
- Personal identification with an issue (i.e. it strikes a chord);
- Alleviation of an anxiety (i.e. it quells a negative feeling); or
- Some sort of tangible incentive (e.g. a gift with donation).

Let's Continue the Conversation

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Nationwide Speaker
Small Business Owner
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Now it's your turn

(what makes you different?)



1. The product or service we offer to the marketplace is...

2. The top five key words or phrases our customers use when searching for us online are...

3. The top three ways our product or service helps people are...

4. The top three things we're best at are...

5. We are priced (circle one) lower / higher / equal to our competitors because...

6. One thing we offer that our competitors are unwilling or unable to provide is...

7. The main thing that makes us different from our competitors is...

8. Our best customers describe us by saying (in 10 words or fewer) ...

We are a

(1) company that provides (2) in order to

(3). We excel at (4) and stand apart because we (7).

Unlike our competitors, we provide (6) and have the

advantage of (5). For all these reasons and more,

we are known as a company that (8).



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