

How to position your goods and service above the competition!

Before 121 business coach shows you how try this quiz first!

Shout out or write down the first thing that comes into your mind.....

Ready

1. Name a brand of **blue jeans**.
2. Name a **hamburger** fast food restaurant.
3. Name a **supermarket** chain?

Here's what I think you answered:

Scroll down for the answers!

1. Levi's
2. McDonald's
3. Tesco

Are we mind readers at 121 business coach?

Sorry to disappoint you – but NO. we're not we just wanted to demonstrate something to you but before we do that, we want you to try another quick experiment that will prove that what we are about to say is true. Take a look at the logo on the next page:

The **SMART** way to do business

121 business coach





What's the first thing you thought of when you looked at this hybrid logo?

Did you have to look twice? Did your mind read "Starbucks Coffee" instead of "**Stardusts** Coffee,"?

This is because the Starbucks Coffee logo is deeply engraved in your subconscious.

Take a moment to imagine what kind of success your business would have if your product or service were similarly imprinted into your customers' minds. The answer is to create a Unique Selling Point (USP).

121 business coaches often ask clients "what is your **USP**" or "what makes your product or service different from the competition"? Why should customers buy your goods and services and not the competition.

You see, every business and every product needs a USP. A USP is your main selling point, something that makes your business stand out from all the others. Your USP should be added to every sales presentation you make.

Examples:

"**121 business coach** is the only coaching and mentoring company offering its customers a FREE business health check worth €120

Or

"ABC Company is the only company in Europe selling springs that offer a LIFETIME guarantee"

Or

"ABC Company is the ONLY supplier of NEW LOOK springs in the Europe"

Or

"Our products go through 24 individual quality checks before they are placed on our shelves"

Whatever makes you different from the rest of the companies out there sing it from the roof tops and make sure your customers come back to the company that offers their customers something UNIQUE

Need more help with working out what your USP is? Then call 121 business coach who will be happy to work with you in this marketing area.