**Level 2 Lesson 6: Your Unique Selling Point**

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| **1. Description Content** |
| In this lesson, you will be able to understand your Unique Selling Proposition (USP) better.  What is USP and why?  Simply put, it is the reasons that customers decide to buy from you instead of from your competitors.  Your Unique Selling Proposition is your uniqueness that make you stand out among all the people who try to sell similar things.  And, this is the lesson to help you make your products or service standout. Shall we start?  **Button:** Yes! |

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| **2. Description Content** |
| Below are possible factors that can help to make your Unique Selling Proposition standout:   * **Price:** you might have a cheaper price than your competitors * **Convenience:** you have greater range, faster service, or you are closer to your customers * **Difference:** you have products/service that are different than your competitors’ * **Limited:** customers will not be able to find such materials or service anywhere else * **Niche:** your products/service serve a very small size of customers’ particular needs * **Exclusivity:** customers will feel so special if they can be use your products/service * **Values:** your products/service have other social or environment benefits such as how you treat your employees better than others or eco-friendly materials used in your production   These are factors that you can compare between your products/service and those of your competitors you studied in the previous lessons.  Click ”okay” to be guided on how to identify your USP.  **Button:** Okay. |

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| **3. Description Content** |
| Let’s find your Unique Selling Proposition together. You will need pieces of paper and a pen to start.  We will analyze your business according to the questions below. Write down as much information as possible – no matter how irrelevant you think it might be.  Please answer these questions:   * What are the unique features about your products/service? * How will your customers feel when they use your products/service? * What are the unique features about your business? * How will your customers feel when they purchase something from you? * What are the features that you have but your competitors do not? * What will customers get when they buy from you? Why should they care? * What are customers’ needs that you help to satisfy?   Please spend as much time as you like to reflect on these questions and note your answers down.  If you are stuck in the exercise and need help, click ‘Show Hint’ below. Otherwise, click ‘Next’.  **Button:** Show Hint.  **Button:** Next. |

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| **4. Description Content** |
| Here are the hints if you feel stuck:  Hint 1:  If you have already own a store and have regular customers, you can reword those questions and ask your customers directly. People who buy from you like your business and will likely to help you out!  Hint 2:  If you do not have a business yet, the best place to start is to analyze the businesses that offer products/services that you plan to offer in the near future.  Your goal is to identify if you should follow their examples (if their businesses will not be your direct competition but they will be in the same market) or identify what else customers need but no one has tried to satisfy those needs yet. Also ask yourself how would you satisfy those needs?  Hint 3:  If you have an online business for a while but don’t know how to continue, you might want to try to answer those questions with the USP factors in mind. Remember these factors: price, convenience, difference, limit, niche, exclusivity, and value.  Some people find it easier to start off with studying the difference instead of going question by question in order. If that’s the case, you can start from any question you feel like you can answer best, and begin from there.  Alright. Are you ready to continue now?  **Button:** No. Go back.  **Button:** Yes. |

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| **5. Description Content** |
| What now? You might ask. Well, let’s craft your first Unique Selling Proposition Statement, of course!  Basically, it is a statement about your business that will help customers understand what you do, what you offer, and how it will satisfy their needs. When it appeals to them, they will do business with you.  Let’s start with a little exercise about USP. You will want to write it as engaging and concise statement as possible. Consider the 2 USP statements below:  **USP Statement 1:** We sell the most comfortable shoes at the best price you will find.  **USP Statement 2:** Our walking shoes will keep your feet comfortable even after walking for hours. It comes with a best price guaranteed, too!  Which one is the better of the two? And why?  Once you have taken some time to answer it, please choose what to do next.  **Button:** Reveal the answer.  **Button:** Craft my statement. |

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| **6. Description Content** |
| **USP Statements again:**  **USP Statement 1:** We sell the most comfortable shoes at the best price you will find.  **USP Statement 2:** Our walking shoes will keep your feet comfortable even after walking for hours. It comes with a best price guaranteed, too!  Which one is the better of the two? And why?  **Answer:** USP Statement 2.  **Key Reasons:**   * **Difference:** It specifies type of shoes, not just any shoes. [walking shoes] * **Niche:** It tells certain group of customers the need it will satisfy. [walking long hours] * **Price:** It appeals to a group who are price sensitive [best price guaranteed]   As a result of this USP statement, some business people who try to impress clients with suits and leather shoes will not buy these shoes for work.  However, someone whose work involved six hours of walking daily and get low to medium wage such as delivery workers might consider buying from this brand for their work shoes.  That’s the power of Unique Selling Proposition. What shall we do now?  **Button:** Back to the questions.  **Button:** Craft my statement. |

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| **7. Description Content** |
| Crafting your own Unique Selling Proposition is a fine process. You do not need to finish it in one go. The key is to write it, let it rest, and revisit it to edit several times until you are happy with it.  The goal is to come up with a sentence or two that best describe your business, products/service, and what needs it helps to satisfy for your customers.  Don’t wait! Start writing your first Unique Selling Proposition Statement now.  **Button:** Back to the questions.  **Button:** Done! |

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| **8. Description Content** |
| Phew! What a long lesson this is, but it is also an important lesson because it is the heart of your business.  In lesson 7, we will explore sales strategies to help enhance your business’ attractiveness to customers. Be sure to check it out!  To enhance your understanding, you can also watch this video by clicking this link >>>: [https://www.youtube.com/watch?v=3KKvSGUyOQg](https://nam02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fmailtrack.io%2Ftrace%2Flink%2Fd850169a3c2d4775efbd70925320c6e4f8d05414%3Furl%3Dhttps%253A%252F%252Fwww.youtube.com%252Fwatch%253Fv%253D3KKvSGUyOQg%26userId%3D4684508%26signature%3D80953d2d9db9939a&data=04%7C01%7Cjonika.paulsen%40asiafoundation.org%7Cf9697b1c9ea2431b51c608d8c685db7b%7Cba45684444ef4bd88efebeca529e0771%7C1%7C0%7C637477625532980936%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=9WL0dCskOSgr7GfKjkMBGpIItvirhroU9rfqQ9W06QY%3D&reserved=0)  Shall we end this lesson? Please make sure to rate this lesson on your way out. Thanks!  **Button:** Wait! Back to the questions.  **Button:** Yes!. |