**Unique Selling Point**

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| **Briefing** | **Description** | **Current USP** | **Future USP** |
| **Product** | *Is there something about what you offer?* |  |  |
| **Price** | *Does your pricing model give you an advantage?* |  |  |
| **Place** | *Is there something different about WHERE you sell?* |  |  |
| **Promotion** | *How does HOW you promote differentiate your brand?* |  |  |
| **People** | *Do your people make you stand out?* |  |  |
| **Process** | *Is it HOW you do business that is different?* |  |  |
| **Partners** | *Do you have alliances that differentiate you?* |  |  |
| **Principles** | *Do you stand for something more than profit?* |  |  |