



**marketingcoach.ie**  
marketing consultancy and business coaching

# UNIQUE SELLING POINT

# What is a USP?



A unique selling proposition (point) refers to the unique benefit that a company offers the market through brand that makes it to stand out from the competitors.

It must be meaningful to the customer and must distinguish itself from the rest of the marketplace.

It can be difficult to find a USP that is interesting.  
What is in your business DNA or fingerprint that makes  
it stand out or differentiated from the rest of the  
players in your market.

We have found the best way to find or create a USP  
is to use the 8P market mix to inspire you to craft your  
usp.

Go through each of the elements and ask yourself

**How are we currently different?**  
**What could we do to be different?**



# How can I find it?

**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:** 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?

**How can I  
find it?**





# UNIQUE SELLING POINT

WHAT MAKES US DIFFERENT THAN OUR COMPETITORS

|               | PRODUCT                      | PRICE                        | PLACE                        | PROMOTION                    |
|---------------|------------------------------|------------------------------|------------------------------|------------------------------|
| CURRENT USP   | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> |
| POTENTIAL USP | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> |



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WHAT MAKES US DIFFERENT THAN OUR COMPETITORS

|               | PEOPLE                       | PROCESS                      | PARTNERS                     | PRINCIPLES                   |
|---------------|------------------------------|------------------------------|------------------------------|------------------------------|
| CURRENT USP   | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> |
| POTENTIAL USP | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> | <p>Insert here.</p> <p> </p> |