

Working Smarter with Selling Proposition Charts

What you'll learn:

1. What a unique selling proposition (USP) is

2. What a selling proposition chart is

3. How to use a selling proposition chart to determine your product's USP

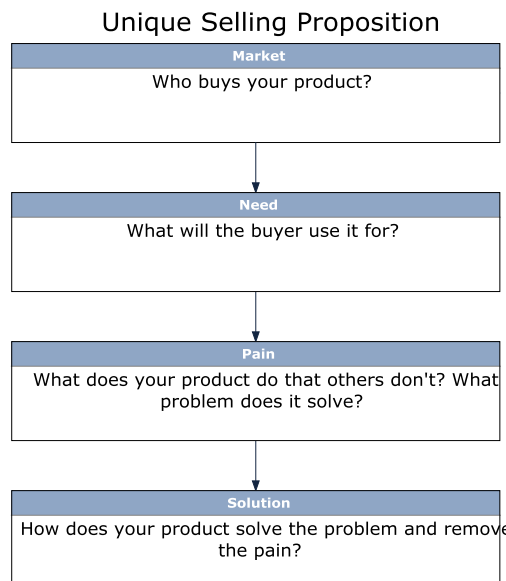
1. What is a unique selling proposition?

A unique selling proposition (USP) is the key thing your product or service delivers to customers that your competition does not. It's the one thing you can point to as the reason why someone should buy your product instead of another.

All successful products need a USP. Otherwise you have just a "me-too" product.

2. What is a selling proposition chart?

A selling proposition chart is a simple step diagram with four boxes: 1. Market, 2. Need, 3. Pain, 4. Solution



Answering the questions in the boxes leads you to your USP.

3. Using a selling proposition chart to determine your USP

There are four steps to filling out the chart:

Step 1. Market – Who will buy your product?

Consider who your target market is and write a description in the box labeled *Market*. To help you answer this, and the other questions in the chart, we'll use two different examples for each step. The first is the business graphics software SmartDraw, and the second is *Happy's*, a pizza restaurant in a new suburban subdivision called *Mortgage Heights*.

For SmartDraw the answer is "Microsoft Office™ users". For Happy's the answer is "young families in the Mortgage Heights area."

SmartDraw's Selling Proposition

Market
Microsoft Office Users

Happy's Selling Proposition

Market
Young families in Mortgage Heights

Step 2. Need – What will your buyers use it for?

The next step is to think what your buyers will use your product for and write it in the box labeled *Need*. Using our examples, the answers are "to create business graphics" and "replacement for home cooked meal."

SmartDraw's Selling Proposition

Market
Microsoft Office Users

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Need
To create business graphics

Happy's Selling Proposition

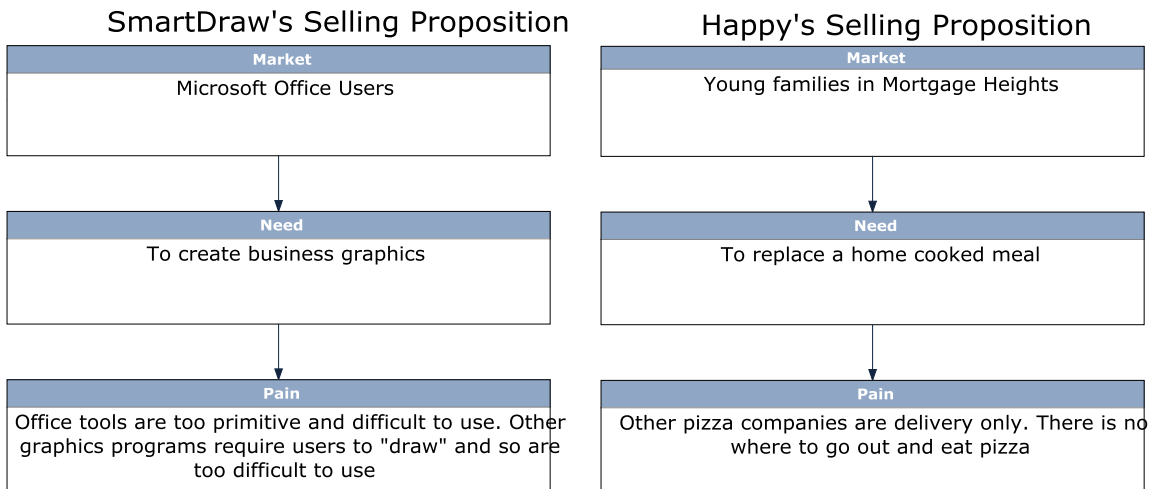
Market
Young families in Mortgage Heights

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Need
To replace a home cooked meal

Step 3. Pain – *What problem with an existing solution does your product solve?*

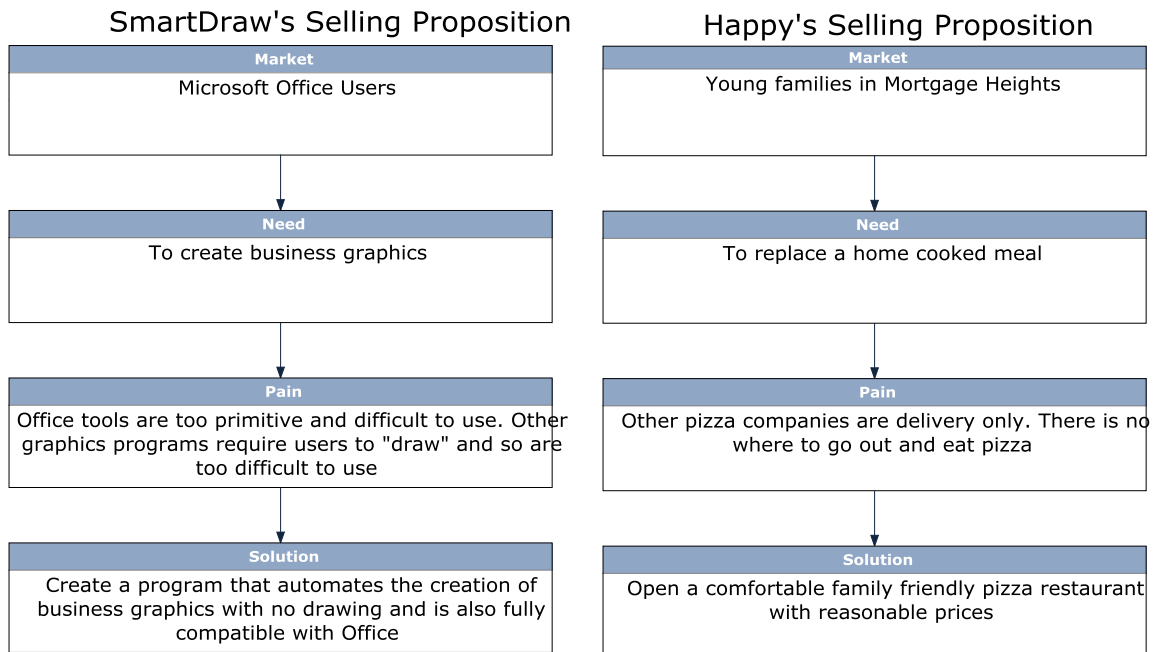
This is the most important step in the process. What pain is there associated with existing products that serve the need that your product relieves? For SmartDraw the pain is that other graphics software is too difficult to use or too limited in functionality. For Happy's Pizza, the pain is that the other pizza vendors in this new neighborhood are delivery-only. There is nowhere to go out and have pizza.



Step 4. Solution – *How does your product relieve that pain?*

The final step is to describe how your product relieves the pain associated with existing products or services. If you can't think of a pain-point and your product's solution to it, then perhaps you don't have a unique selling proposition. This is a weak position and perhaps you need to rethink your business strategy.

In our two examples, SmartDraw's solution is to automate business graphics so users don't have to draw. Happy's is to open the only sit-down pizza restaurant in the area.



Suppose that there were already two other pizza restaurants in Mortgage Heights? What would Happy's unique selling proposition be? Without one it might not be a good idea to open at all? Perhaps selling healthier pizza or deep-dish pizza would provide one. In either case the selling proposition chart makes it easy to think it through.

To watch a video on how to make a Selling Proposition Chart with SmartDraw [click here](#).

This document is part of the *Working Smarter* Series—a collection of publications describing proven tactics for improving business operations, provided free by SmartDraw.com. To download a free trial of SmartDraw, visit www.smartdraw.com

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