

Unique Selling Proposition



✓ - *Winning Zone*

Clear point of difference that meets the needs, make it even bigger.

✗ - *Losing Zone*

Your competitor meets the consumer needs better than you do, you'll be crushed.

? - *Risky*

Competitive battle ground, use emotion, innovative, superior execution.

Who Cares

Many times, competitors battle in areas the consumer just doesn't care about. Have fun wasting your time.

Unique Selling Proposition Formulas For Positioning Your Small Business

G Thomas



Unique Selling Proposition Formulas For Positioning Your Small Business:

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