

Sales-Turnaround LLC



Unique Marketing Proposition©

You may have heard of a Unique Selling Proposition (U.S.P.). You may *not* have heard of a Unique Marketing Proposition (U.M.P.). Every company should have both a good U.S.P. and a good U.M.P.

A 'Unique Selling Proposition' states the reason why your product (or service) is different from- in a better way- than that of the competition. A 'Unique Marketing Proposition' states how your product (or service) can better fulfill market needs and thereby gain a greater advantage.

A good U.S.P. is a precise, compelling statement that expresses the 'edge' your business now has with its products or services. A company might have several U.S.Ps., one for each product or service. Or it may only have a single U.S.P. that covers every offering.

A 'Unique Selling Proposition' looks at the present. A 'Unique Marketing Proposition' looks at the future. It states how a business might better exploit its market opportunities.

A good U.M.P. points to where your company is going. It says what your new 'edge' will be when you have taken the right new steps to meet market needs.

To create a U.M.P., start by asking:

1. Where does your company's product or service now stand in the marketplace?
2. Where do the competition's products or services now stand in the marketplace?
3. What are the unfulfilled (or underserved) market needs that your company's product or service could meet? These needs might be met by existing products or services. Or, they might be met by new (or modified) products or services not now offered by your company.

How are market needs defined? They include each element of the Marketing Mix (Product, Price, Place and Promotion). Each of these '4 Ps' should be taken into account as you devise new directions for your company's product or service. The '4 Ps' are the 'complete' marketing and sales package: what you sell, what it cost the customer, what channel it is sold through (retail stores, internet, wholesale distributors, company salesmen, etc.), how the offering is promoted and advertised.

Need help in developing your U.M.P., or U.S.P.? If so, then contact Sales-Turnaround L.L.C. We'd be glad to assist you.