

# BLACK BELT PROMOTIONS

PROMOTIONAL STRATEGIES FOR THE OWNER AND INSTRUCTOR

## Black Belt Power Principle: Build and Profit From a “USP”

by Jay Abraham

**W**hat sets your business or professional practice apart from others in the same field? More to the point, what is truly unique and special about your business—something your main competitor simply is unable to offer or doesn't offer?



Is it price, product durability, convenient hours or great customer service? That special quality of your business is often known as your **Unique Selling Proposition**. Make sure that your USP is at the heart of all your marketing efforts. For, unless it is, you'll be needlessly forfeiting the use of one of the most powerful sales weapons at the disposal of any business: uniqueness.

The number of possible USPs is virtually limitless, but once you've determined yours—and have made it the foundation of your marketing—proactively defend yourself by making sure that any promises you make on the basis of your USP are always fulfilled.

For example, don't promise speedy service unless you're able unfailingly to give your customers speedy service. (That was the winning promise of FedEx: “When It

Absolutely Must Be On Time.”) Another example is never promise a wide range of choices if you have only one or two items in stock.

My point is that customers will hold you to your promises, even if they don't say a word about your inability to fulfill your promises. Customers expect promises to be kept. They want results, and they have absolutely no interest in the obstacles you face to deliver what they want.

If you disappoint the strong, “silent” type customers enough times, then they'll simply take their business somewhere else!

**Try this little exercise to help you identify your business' USP:**

Write the following sentence on a sheet of paper: “Most businesses in my industry do \_\_\_\_\_, but what we do is \_\_\_\_\_.”

Insert in the blank spaces whatever it is that sets you apart from others in your profession or industry—what you do that they don't or are unable to do. That's your Unique Selling Proposition. It may be that you have a trade-in program that no other company offers. Perhaps you serve a specific age group that other businesses ignore. The important thing is to recognize that unique strength, and then to use it!

I recommend that you study the following list of 10 Deadly Sins and how to avoid them on the following page to maximize your business' profitability.

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**Sin #1: Failing to Test.** If you don't test prices, headlines, advertising copy, radio/TV spots and verbal sales messages, then you won't know what the market wants, or what it will pay. You're just guessing, which can be disastrous. Try different sales messages, closing statement and prices; and then review and compare how well they worked and how customers responded. If you find a new twist that results in more customers sales by a significant percentage (25% to 50%) then use that approach until you are able to test and compare even more, and potentially better, possibilities.

**Sin #2: Running Institutional Ads.** Institutional ads are a sheer waste of money, because they don't direct the reader, viewer or listener to any intelligent action or buying decision. Direct-response advertising, on the other hand, makes a complete case for your company, product

or service. It overcomes sales objections. It answers all major questions, and it promises results, backing your promise with a risk-free warranty or money-back guarantee.

**Sin #3: Failing to Stress Your Uniqueness or USP.**

Most successful businesses and professional practices are built around a single USP, or "Unique Selling Proposition." It might be reliable customer service, super-fast delivery, convenient hours, etc.. Think about what it is that sets you apart from your competitors, and then make that "USP" the engine that drives all of your marketing and advertising efforts.

**Sin #4: Failing to Generate Back-End Sales.** The back-end is vital to any business. If you can induce new customers/clients/patients to buy a similar product or service from you within 45 days, you double the value of the customer. All of a sudden your customer relationships generate profit, instead of costing you money.

**Sin #5: Failing to Address Customer Needs.** You and your employees must always be communicating with your customers to determine what it is they really need/want most—and then make sure you satisfy that need. If you don't genuinely fulfill their needs, then your customers will soon abandon you.

**Sin #6: Failing to Educate Your Customers.** Your customers and prospects won't understand or appreciate a bargain, service or benefit unless you educate them. For example, if you're overstocked with widgets, advertise that fact (admitting your mistake); and then explain why the widgets are valuable, how to use them, and why you are willing to sell them at a major discount to either your best customers, first-time customers, or customers who are willing to make an additional purchase.

**Sin #7: Making Customers Work Too Hard.** Are you and your staff easily accessible to your customers? Are you and your staff genuinely helpful when a customer calls with a question? Do customers totally understand what they are receiving from the service you provide?



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**Sin #8: Failing to Explain Why.** Whenever you make an offer, ask for a sale, run an ad or offer a product or service for sale at a specific price, always explain why. Always be ready with an answer when your customers asked the following, or similar, questions.

- *Why is your staff able to serve me better than your competitors?*
- *Why are you able to beat your competitors on price?*

The more believable and plausible your reasons, the more your customers will be compelled to favor you with their patronage.

**Sin #9: Stop Doing What Works.** I find that business people become tired of their advertising and marketing campaigns before customers do. Remember, you have probably seen or heard your advertising messages many times throughout the creative and production process. You know exactly when an ad will appear or a radio spot airs, but your customers do not. They require frequency and constant repetition of your message before it really registers in their mind and motivates them to action. One of the first “rules” of advertising is to continue to use whatever has proven to work, since it is so difficult to determine what will work in the first place. Don’t change an advertising campaign that was working and replace it with something that hasn’t proven itself. Test different concepts and approaches, but never abandon your best performer until you find something that attracts customers and sales better.

**Sin #10: Forgetting Who Your Customers Are.**

Always direct your sales messages to the people who are your primary prospects. For example, if you want to reach people older than 45, then state that in your ad, “If you are 45 or older, you’ll enjoy...etc.” Scrupulously avoid headlines and ads that are nonspecific or abstract.

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*To find out more about Jay Abraham's products and services, please visit his website at: [www.abraham.com](http://www.abraham.com)*

