

# UNIQUE SELLING PROPOSITION

Your Unique Selling Proposition answers the question from prospective customers:

**WHY SHOULD I DO BUSINESS WITH YOU?**



**GRAY AREA:** This is an area you want to avoid. Too often businesses compete in a category that customers don't care about. Both businesses are wasting time and money.

**RISK AREA:** This area is highly competitive where both you and your competitor are battling for market leadership. It's a virtual tie in the marketplace.

**DANGER AREA:** This area is where your competition reigns supreme and is able to meet the customer's needs and desires better than you.

**SWEET SPOT:** This is where you want to be. You have a clear, unique benefit that matters to your customers. You've clearly answered why they should do business with you.