

CREATING YOUR OWN UVP

Unique Value Propositions (UVP's) are quite often misunderstood or abused as a strategy to be used by business for establishing their market position. Very often they are confused with or considered as or similar to slogans, mission, vision or positioning statements when in fact nothing could be further from the truth.

This exercise has been produced in order to illustrate how you can create a UVP based on a simple example. After this you can go away and use the process to create a UVP for yourself on your own business. I hope that this is of assistance to you.

So how easy is it to create a UVP?

The exercise is a process and like many processes of its type, it is straight forward and easy to follow. The only limitation to its success is how well you apply it to your own situation.

The first thing you need to do is to clarify what your business is all about. This is achieved by answering the following questions and putting the questions and answers down together on a piece of paper. *The questions you need to answer are:*

- What is your desired business outcome?
- What makes your business unique?
- What makes your business different?
- What are you good at?
- What can you be best at?
- What do you enjoy doing/
- What do you do that no one else can?
- What are your client's fears?
- What education do your clients need?
- What is the benefit for your clients?
- What does your business sell?
- Who do you sell it to?

Now you need to brainstorm the answers by way of summarising the information in all these answers into a single sentence. What you need to do is to create about 10 or 12 sentences around the answers you identified above.

Outcome:

To attract select business clients who are wishing to work on the development of their business in order to realise greater success towards a longer term objective.

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| 1. What makes us unique: | Superb Coaching takes a holistic view of the business ensuring that the business has the capacity to deliver against the growth strategies. We examine how the business can perform most effectively from both systems and people perspectives. We specialise in working with businesses on developing their Transition Plan to assist business owners in how they can step aside from their management and shareholding in the business enabling new leaders to step into the breach. We combine solid corporate experience with best of breed practices and tools to work with our clients. |
| 2. What makes us different: | We utilise tools that enable us to most effectively and efficiently capture information that allows us to then focus on delivering valued coaching personally to our clients. Our approach is systemised enabling us to clearly identify critical areas that can deliver greatest results that can be measured. |
| 3. What are we good at doing: | Building business strategies focussing on platform and growth initiatives that will deliver business development in a balanced and controlled manner |
| 4. What can we be best at: | Quickly identifying the key issues throughout the business that will deliver greatest positive impact |
| 5. We do we enjoy doing: | Spending the time with our clients in a face to face environment partnering in the journey they take to see the transformation. |
| 6. What do we do that no one else can do: | We have the tools to analyse all the critical aspects of the business and its people efficiently allowing us to give focus on the most important aspects to deliver improved business performance. |
| 7. What can we be best at: | Developing plans with our clients that they can easily understand and own that will deliver sustained growth in the business and maximise the value of the business |
| 8. What are our clients fears: | That we do not have the depth of skills and experience to understand their business and truly produce measurable outcomes. Many clients also fear that they may be shown to be inadequate. Not having the time to spend on this because there are more important things to be done. |
| 9. What Education do they need: | That coaching with appropriately skilled and experienced coaches can produce results if the client is prepared to take personal responsibility |
| 10. What is the benefit for clients: | Clients will personally develop and find that they can develop the skills to more effectively run their business with positive performance results. |
| 11. What do we sell: | We sell personal coaching services with a range of supporting resources by way of guides and software that will empower our clients and enable them to achieve growth in their business and its performance. |
| 12. Who do we sell it to: | We sell to family and medium sized public businesses who have achieved reasonable success but now realise that to move to the next level of growth they need external assistance. |

If we then lay out the sentences we created highlighting the key words and phrases in each we are able to visually create the beginnings of our USP.

1. To attract select business **clients who are wishing to work** on the development of their business in order to **realise greater success** towards a **longer term objective**.
2. We utilise **tools** that enable us to most effectively and **efficiently capture information** that allows us to then focus on delivering valued **coaching personally to our clients**. Our approach is **systemised** enabling us to clearly identify critical areas that can deliver greatest **results that can be measured**.
3. Building **business strategies** focussing on platform and growth initiatives that will deliver business development in a **balanced** and controlled manner
4. Quickly **identifying the key issues** throughout the business that will deliver greatest positive impact
5. Spending the time with our clients in a **face to face** environment partnering in the journey they take to see the **transformation**.
6. We have the **tools to analyse** all the critical aspects of the business and its people **efficiently** allowing us to give focus on the most important aspects to deliver improved **business performance**.

In an ever competitive market, just being successful is not enough for family and medium sized businesses. Our highly skilled business coaches work with best practice tools and models to more efficiently identify the key issues in the business hindering sustained growth and performance excellence.

Superb Coaching works personally with our clients ensuring that through their understanding of the processes they are personally empowered to take their business to the next level of growth and performance realisation.

7. Developing plans with our clients that they can **easily understand and own** that will deliver sustained growth in the business and maximise the **value of the business**
8. That we do not have the **depth of skills and experience** to understand their business and truly produce **measurable outcomes**. Many clients also fear that they may be shown to be inadequate. Not having the **time** to spend on this because there are more important things to be done.
9. That coaching with **appropriately skilled and experienced coaches** can produce results if the client is prepared to take **personal responsibility**
10. Clients will **personally develop** and find that they can develop the skills to more effectively run their business with **positive performance results**.
11. We sell **personal coaching services** with a range of **supporting resources** by way of **guides and software** that will empower our clients and enable them to achieve **growth in their business and its performance**.
12. We sell to **family and medium sized public businesses** who have achieved reasonable success but now realise that to move to the next **level of growth** they need external assistance.

1.	2.	3.
4.	5.	6.
7.	8.	9.
10.	11.	12.