

Blackblot® PMTK

Unique Selling

Proposition



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Company Name: <Enter company name>

Product Name: <Enter product name>

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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document defines the Unique Selling Proposition (USP) for <Enter product name>. A USP is the key "statement" that describes the distinct and compelling value of the product, which sets the product apart from other competing products.

<Comment: Relative to the product, the USP embodies value to customers, a competitive differentiator, and target market appeal. The proposition must be one that the competition either cannot or does not offer. A USP may also be generated for a brand, product line, or company. This template deals with developing a USP for a product.>

1.2. USP Use

The USP is used as a tool to develop marketing messages. Messages conveying a USP help build product identity and distinguish between the product and its competitors.

<Comment: The Unique Selling Proposition (USP) is not a slogan or a branding phrase. It is a real and factual statement about the product with an outward focus. Marketing communications, media vehicles, and all marketing programs MUST reflect and convey the USP when communicating the product to anyone, particularly prospective customers.>

2. Unique Selling Proposition (USP)

2.1. Section Objective

This section describes the product's Unique Selling Proposition (USP).

2.2. Unique Selling Proposition (USP)

<Describe the product's Unique Selling Proposition (USP). The USP can be one word or several paragraphs long. Keeping the USP simple and brief makes it more effective and comprehensible.>

<Comment:

- *The three Unique Selling Proposition (USP) elements are:*
 - *Value to customers – The statement describing the product's unique value.*
 - *Competitive differentiator – The statement that differentiates the product from other competing products.*
 - *Target market appeal – The one reason customers will buy the product even though it may seem no different from similar products.>*
- *The following may constitute a product's Unique Selling Proposition: particular product attributes, quality, customer service, guarantee, serving a specific market segment, distribution, patriotism, sentimental appeal, rarity, locality, tradition, synergy, fashion, patents, trademarks, convenience, variety, and packaging.*
- *The following are examples of Unique Selling Propositions:*
 - *Advil's USP for its cold medication is fast relief.*
 - *Apple's USP for its computers is user-friendliness.*
 - *Rolls-Royce's USP for its vehicles is luxury.*

3. Challenge & Defend the USP

3.1. Section Objective

Challenge & Defend is an interaction concept where a party is requested to provide proof and credence to any assertions it has made.

<Example: The statement "We are the best!" would be questioned (challenged), and the declarer would have to defend the claim and prove its validity.>

3.2. Supporting Rationales

The following are rationales in support of the chosen USP:

- Communicable – <The USP should be easy to communicate. State how the USP will be communicated. Specify if the USP is more communicable in a particular way, such as visually or audibly.>
- Data supported – <List any facts and data that acknowledge the USP is valid and true.>
- Differentiator – <List any facts and data that acknowledge the USP does differentiate the product from its competitors.>
- Easily identified – <Describe how the three USP elements are clearly reflected in the USP.>
- Easily understood – <Verify and explain why the USP is comprehensible and clear to the target customer. The USP should be immediately apparent to the customer.>
- Measurable – <Verify and explain whether the USP is measurable/quantifiable or not. For example, time and weight are measurable USPs.>
- Solution-oriented – <State how the USP demonstrates that buying the product will solve a problem or satisfy a need.>

4. Supporting Data

4.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

4.2. Assumptions

<Describe any assumptions made while preparing this document. Be specific about the assumptions that, if changed, will alter the direction of the product and the information in this document.>

4.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

4.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>