



PRACTICE
MASTERY
INSTITUTE

POWER STRATEGIES

Essential Marketing Strategies
for Extraordinary Practice Success



YOUR MARKETING ALCHEMY THE UNIQUE SELLING PROPOSITION MANUAL

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What can be said but not practiced...
is better not said.

What can be practiced but not spoken of...
is better not done.

[So] ultimately [you] will be able to speak without
trouble and act without disgrace.

– *Thomas Cleary*

Keep it with faith.

Practice it with keenness.

Perfect it with faithfulness...

then, though the task be great, you shall surely succeed.

— Thomas Cleary

POWER STRATEGIES



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POWER STRATEGIES



**THE
UNIQUE SELLING
PROPOSITION**

(USP)

POWER STRATEGIES: THE UNIQUE SELLING PROPOSITION (USP)

A Unique Selling Proposition, or USP, is a statement that defines specifically and tangibly the benefits, results and advantages of your product and the significant service it provides to your client that sets you apart from other practitioners and establishes in the minds of your client your uniqueness and a position of authority and preference.

Specifically, the USP defines you as:

- Unique.
- Able to offer a solution for the concerns, problems, challenges or difficulties clients have.
- A specialist in your area of interest or your niche.
- The priority or best option available to your clients for their solution.

The true power in a unique selling proposition is not only that it sets you apart and establishes you in a priority position, it also galvanizes your position as an authority in the mind of the client because of the uniqueness that it provides, differentiating you from competitors and making it impossible for others to copy you, while simultaneously generating interest and conversation about what it is you do!

The key reason a USP is so effective is because it defines why a potential client should choose you amongst all of their options and causes you to stand out amongst the alternatives.

Bradley Sugars, in his book, *Instant Leads*, provides the following questions to help you define your USP:

List your three biggest competitors.

- 1.
- 2.
- 3.

What do they do well?

- 1.
- 2.
- 3.

What do they do poorly?

- 1.
- 2.
- 3.

What would the average person say about each of these competitors?

- 1.
- 2.
- 3.

What is “unique” about them?

- 1.
- 2.
- 3.

What can they do that you can't?

- 1.
- 2.
- 3.

Where are they geographically located in comparison to you and your potential marketplace?

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Describe the perceived standards of customer service in your industry.

Describe the perceived standards of technology in your industry.

Describe the perceived standards of product quality in your industry.

Describe the perceived standards in sales and marketing in your industry.

How does your business compare to these industry standards?

- Customer service
- Technology
- Product quality
- Sales and marketing

If there was one phrase your customers and prospects use to describe what you do now, it would be...

For example, "Oh, you're the guys who..."

If there was one phrase your customers and prospects use to describe what you do in an ideal world, it would be...

What are four reasons your customers come to you rather than your competitors? This question is especially important, so give it some real thought.

- 1.
- 2.
- 3.
- 4.

In what four ways do you perceive you are genuinely different from your competitors?

- 1.
- 2.
- 3.
- 4.

What are five things about your product or service that you take for granted, yet your customers don't know about?

- 1.
- 2.
- 3.
- 4.
- 5.

What do you do well?

- 1.
- 2.
- 3.

What is “unique” about you?

- 1.
- 2.
- 3.

What can you do that no one else can?

- 1.
- 2.
- 3.

Where are you geographically located in comparison to your competitors and your potential marketplace?

- 1.
- 2.
- 3.

The answers to these questions will help you to establish and understand what it is that sets you apart from your competitors. Now it's time to ask yourself whether this uniqueness really matters to your clients.

Out of the unique points you've identified, which is the most marketable? Which will appeal most to your customers? Here are some examples of uniqueness.

You provide the highest quality care and supplements in the region and you can specifically demonstrate how this benefits the clients in the highest and best possible way.

You provide High Performance Client Care (outstanding service and extraordinary care on a consistent and reproducible basis) better, more effectively and more powerfully than your competitors, and can easily explain and promote why it is better, how it serves the clients better and is more valuable to them.

You offer a guarantee that other practitioners do not.

The care you deliver and the products you sell provide unique benefits to your clients that clients generally care about and are interested in.

You provide care programs and educational resources that other practitioners do not.

The atmosphere of the practice is completely unlike any other practice, both in terms of the feel for the environment and the activities that take place.

When considering and defining your uniqueness, consider each of the following areas:

- Quality
- Price
- Service
- Delivery
- Speed
- Convenience
- Experience

Based on these elements, now write your unique selling proposition.

- Do you provide the highest quality care?
- Do you get the best results, guaranteed?
- Are you the most or least expensive in your region?
- Is the way that you deliver your care unique, special or preferentially received by your clients?

- Can you guarantee your clients that you'll be on time, that the consultations will take the time that is expected and is convenient to them?
- Do you have office hours and access to practitioners in the building that is incredibly convenient and beneficial to the clients?
- Other specific skills, abilities and knowledge you have. Is your experience or expertise that is unique to you what sets you apart from other practitioners?

Answering these questions provides for you a sense of how you may be unique and how it is you can communicate and express that uniqueness that sets you apart from other practitioners.

Perhaps it is all of those things.

"When you attend INT for your health care, you will receive the highest quality of care of any practitioner in the region. The results you get will be more rapid, more life changing than any other practitioner, and we absolutely guarantee that if you're unable to achieve some result, some improvement in your experience of health within the first three days following care, we don't want you to pay for your consultation. We will always run on time, and are open from 7 am to 6 pm five days a week for your convenience, with free parking, care delivered by expert practitioners with specialization in the area of care that you are receiving, and a support team that knows exactly how to ensure that all of your needs are met."

Here is a massive Unique Selling Proposition that incorporates each of the areas of the USP. Now fine-tune it, hone it down and find out what your unique selling proposition is.

ADVANCED STRATEGIES

John Jantsch in his book, *Duct Tape Marketing*, provides an advanced strategy that brings together your marketing philosophy with your unique selling proposition.

It provides the following exercise:

Define your marketing purpose statement:

The marketing purpose statement is not what you communicate to your clients, but is the basis for all of your marketing and client service activity.

Your talking logo. Your talking logo represents what it is that you do as part of the care that you deliver, in essence, it is your USP commercial.

Your core marketing message. A catch phrase or slogan that is representative of and is foundational to your marketing message.

For example:

Marketing purpose and statement: We want to service as many clients as is humanly possible in achieving incredible health, energy and vitality.

Talking logo: Do you know how most people who have arthritis feel like there is no solution and they have to live with it for the rest of their lives, taking toxic drugs and medications just to get by? Well, we have a proven program that enables the person with arthritis to increase their mobility, function, and reduce pain levels, returning to a normal quality of life without harsh drugs or chemicals, with totally natural treatment methodologies.

Core message: There is a solution for arthritis. We have that solution!

The purpose of this process is to bring together an understanding of your unique selling proposition, how that relates to your marketing purpose, and defining clearly the expectations people can achieve as an outcome as a result of the work that you do.

“To the perspective customer’s question, your USP is the answer.”

– Dan Kennedy, *The Ultimate Marketing Plan*

Kennedy continues, “When you set out to attract a new prospective customer to your business for the first time, there is one paramount question you must answer:

‘Why should I choose your business, product, business/product/service versus any/every other competitive option available to me?’”

That is why your USP should distinguish you from every other practitioner. And to make USPs even more powerful, they should incorporate a compelling offer that gives the client reason to act now and make an inherently necessary and pivotal choice.

Note:

An example of a USP might be, we save people thousands of dollars in medical expenses that they are overpaying now and in the future.

“Your USP does not have to relate what you’ll eventually do for them, just to what will get them ‘hooked’ into the emotional connection with you!”

– Dan Kennedy, *Magnetic Marketing*

SOME MORE POINTERS

A USP solves the primary problem that people call you for or put another way, the problem they want solved is answered by your USP. The benefits and advantages you provide and the promises that you meet becomes your niche, your specialization... what you are uniquely known for. This is your USP.

We begin the USP process with:

Do you know how...

What I do is...

For example:

Do you know how... most people when they get sick, they go to the doctor?

Well, what I do is... make it so you don't get sick and don't need to go to the doctor!

Do you know how... most people don't like going to the dentist?

Well, what I do is... provide dental care in such a loving and gentle manner that you don't know you've been to the dentist until you go home and see what a great smile you have.

Remember, your USP becomes part of all of your marketing materials.

It is important to note and recognise, as with all marketing, the more clear, profound, dimensional and on target your USPs, the more effective it will be.

The more self-serving (in the mind of the client) your offer is to your client and the more advantages that you provide within your offer, the more inclination the client will have to

make a commitment to the recommendation you provide, instead of seeking another practitioner. It also increases the likelihood of them making a commitment to health care instead of not making a commitment at all.

A USP says receive care from me because...

A USP says follow my recommendation, instead of a recommendation from another practitioner because...

A USP defines there is a distinction between the care you provide and another practitioner and the compelling reasons and advantages of why this is in your highest and best interest.

To make your USP both unique and compelling, make guarantees, provide gifts and bonuses. Give extreme education. Give them the reasons why!

Remember also, the entire organization must be behind the USP, must service the USP, must contribute to it. To do this, they must know the USP, they must revere the USP and they must uphold the USP!

One final point... to get the absolute most out of your USP, it is important to have pre-identified marketing opportunities for your USP. These are generally potential client contact points, such as:

- Walking into a building
- Within a hallway
- An elevator
- Front door of an office
- A waiting area
- A treatment room
- Any networking event
- In a line within a shopping centre
- In any store with maybe a wait or a time for a question or inquiry

Interacting in this way gives you a marketing and communication opportunity.

DIFFERENTIATING YOURSELF

Let's look now at the ways you can differentiate yourself... keeping in mind there are many methods of differentiation.

1. Product and service differentiation... they differentiate the products and services they provide by detailing not only the features, but also the benefits of those products and services. They allow the client to understand the results, benefits and advantages that they will receive as a result of participating in a care program. It is described emotionally and reinforced with research and tangible evidence to validate the emotional decision logically.
2. Process differentiation... they have a significant differentiation in the way they provide and deliver the care that the client receives within the practice. They utilise methods from the *Practice Mastery 10 Phases of Client Care* in such a powerful way that the client feels as though they are entering a place that truly understands them, cares for them and will provide a powerful, meaningful solution for them.
3. Technological differentiation... the practice has the latest technology and diagnostic equipment to help the client understand what is happening, why what is happening is happening and provides a system to help the practitioner know what needs to be done in order to achieve the client's health and wellness goals.

These may include elements such as the use of Live Blood Analysis, Bio-impedance analysis, VEGA test, Bio-feedback, and a whole range of other technological equipment.

However, the diagnostic equipment is not the only technological differentiation. They also use computer and software programs to manage the client database to ensure that their clients are receiving every element of the care that they need and to maintain the continuation of the relationship.

They use email, their website, and other elements of technology to manage their relationship effectively, maximize the benefits the client receives, and to ensure integrity with the prescribed care program recommendation.

4. Results differentiation... high performance practitioners produce high performance outcomes for their clients.

The high performance practitioner and support team is not satisfied doing a good job... they want to do an extraordinary job. They are advocates of high performance client care whereby they are committed to the process of producing the outstanding service and extraordinary results on a consistent and reproducible basis. To achieve

this, their commitment to excellence is demonstrable in the processes and procedures that evidence the powerful and meaningful results the client receives.

They are not purely focused on resolution of the client's symptoms, they are committed to the principles of wellness care. Wellness care is a principle-based care, focused upon the removal of not only symptoms... but the underlying causes and mechanisms that promoted or produced the symptoms, and thereby produce more meaningful, powerful and effective results for the client.

Equally, wellness-based care has a higher frequency and longevity with the visits, and therefore provides a greater opportunity to produce more meaningful and powerful results. When you couple the intensity of this program with the support of making lifestyle choices such as exercise, diet and nutrition, as well as emotional well-being choices... the capacity for significant, therapeutic change is massively enhanced, and therefore the wellness practitioner differentiates themselves quite significantly.

5. Differentiating education... the wellness practitioner knows and recognizes that in order to shift the status quo of the client, that is, move them away from their focus on pain-based care and acceptance of the mediocrity of their life towards the wellness lifestyle and realization of health potential, they need to change the paradigm of the client. They need to shift them from a pain-based mentality to a wellness lifestyle focus. To achieve this, they need to provide ongoing education, coaching and support.

The level six practice differentiates itself significantly by virtue of the incredible education program that it provides. The *Practice Mastery Practice Performance System* and all the educational material inherent within that provides the foundation for this process, as well as the ongoing seminars, workshops and education delivered within the consultative processes.

As a result, there is an environment of empowerment and the delivery of information and education to transform the paradigm of the client by creating a wellness revolution within their life.

This differentiates the wellness practice from other practices by virtue of the fact that many practitioners do want to tell their clients a lot about the benefits of wellness care or educate them in regards to lifestyle change... however, the level six wellness practice does this consistently, reproducibly, and effectively by virtue of an education system.

6. Skills differentiation... because level six practitioners have a commitment to high performance client care and they have a deep, burning desire to serve clients at the highest and best levels... they want to achieve the highest level of professional skill and ability that is possible.

7. They exhibit powerful expertise... they have wonderful experience to enable them to serve a higher variety and diversity of clients. They have mastered their techniques and have effective methods of delivery of those techniques.

Because of their skillset, they are highly desired by their clients and it promotes the powerful production of beneficial results that they deliver to their clients.

This differentiation not only evidences the confidence that the client has in them, produces a bit more powerful and beneficial results, it bears direct relationship to the absolute commitment to service and contribution to clients at the highest and best possible level.

The high performance practitioner does not accept the status quo within their own life and is constantly seeking ways to improve how it is that they serve their clients and better themselves. The result is differentiation of the skill that they have as compared to other practitioners. They are constantly learning, taking workshops and seminars, and developing their skills, expertise and knowledge.

8. Relational differentiation... because the high performance practitioner is committed to achieving the most meaningful and powerful outcomes for their clients and because they are empathic in nature and are committed to building trust and a deeper, meaningful relationship, they have studied communication and worked at developing their own interpersonal skills and abilities.

They have developed a powerful bedside manner that deepens the connection and relationship. They have worked on understanding their personality and the personality of others, and developed a way to communicate effectively to create instant rapport and relationship. They have worked on their own character, to become people who are attractive to other people and whose personal interaction is sought after, valued and appreciated.

In essence, they are so nice that their clients want to be around them. That they will forgive them for their faults and tolerate them even though they may run late, make errors and even frustrate them at times.

They endure this because there is a deep and meaningful connection and because there is genuine and sensitive care and compassion. They will do this because there is a relationship and the relationship is meaningful and valuable to them.

In this way, the practitioner has differentiated themselves so significantly amongst their competitors because with most other practitioners, the relationship is expedient at best.

9. A visual and environmental differentiation... they have differentiated themselves on a visual and environmental basis. The practice looks and feels different. There has been consideration in the design, the furnishings, the colour scheme, the uniforms and every element of the practice to ensure that the environment is consistent with the message that the practice wants to send to the client.

It is consistent with and reinforces all of the marketing and sales communications. It enables the practice to create a feeling of "home." It is unique. It stands out from the crowd yet at the same time it is comforting, comfortable and pleasant.

10. Differentiate yourself with attitude... these practices have a different attitude. They have a genuine compassion, care and love for their clients. They have a service orientation and they look for where they can contribute significant, lasting and meaningful value.
11. Specialisation differentiation... level seven spiritual selling practitioners differentiate themselves by virtue of the specialization and unique skillsets and abilities they have. They not only have a unique approach to care, they also focus upon a unique market with the care that they provide. They specialise in a niche market, providing distinct, powerful and transformational care with the expertise they have to people in that niche.
12. Planning differentiation... they differentiate themselves with how they prepare and plan for their clients, their consultations and the care they deliver.
 - They set consultation goals and objectives.
 - They design a consultative plan for many powerful outcomes.
 - They review client files after consultations and complete necessary homework to achieve maximum benefit of the following consultation.
 - They are mentally prepared for each consultation, pre-empting what is necessary to take place within their consultation to maximize performance.
 - They review scripts and role plays as are necessary to achieve maximum outcomes.

This is done before each new client, further testing consultations, report of findings and care plan deliveries. It is equally undertaken before reviews, special sessions or consultations, including testimonial gathering, referral gathering or magic moment consultations.

In this way, the consultation plan is then outlined to create the most powerful interaction and to map the overall direction, tactics and approach intended to advance the client towards commitment to wellness care and achieve the most meaningful and powerful outcomes as a result of care.

HOW TO DIFFERENTIATE YOURSELF...

Consider how you may be able to differentiate yourself by achieving the following outcomes:

- Understanding why clients feel the way they do.
- Having a clear treatment program that defines a method of producing results with confidence for the client.
- Knowing how to prevent recurrences in the future.
- Understanding underlying causes and mechanisms for the conditions clients present with.
- Fixing causes and mechanisms of conditions clients present with.
- Bringing balance to health and lifestyle elements.
- Spiritual growth.
- Creating shifts to a wellness lifestyle paradigm.
- Providing simple and effective lifestyle tools for health transformation.
- Specific skills or abilities you have to promote more rapid or effective results.

Now that people recognise your uniqueness... leverage that to maximise your success.

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*Transforming **your** health care practice **your way***

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