



Expression to Highlight USPs

English for Startup Incubator
cakap.com



Learning Objectives

After this lesson, students will be able to:

- Explain the difference between value proposition and unique selling points
- Identify your unique selling points.
- Choose appropriate vocabulary to highlight unique selling points.

Warm Up

Guess the word from the pictures below.



Warm Up

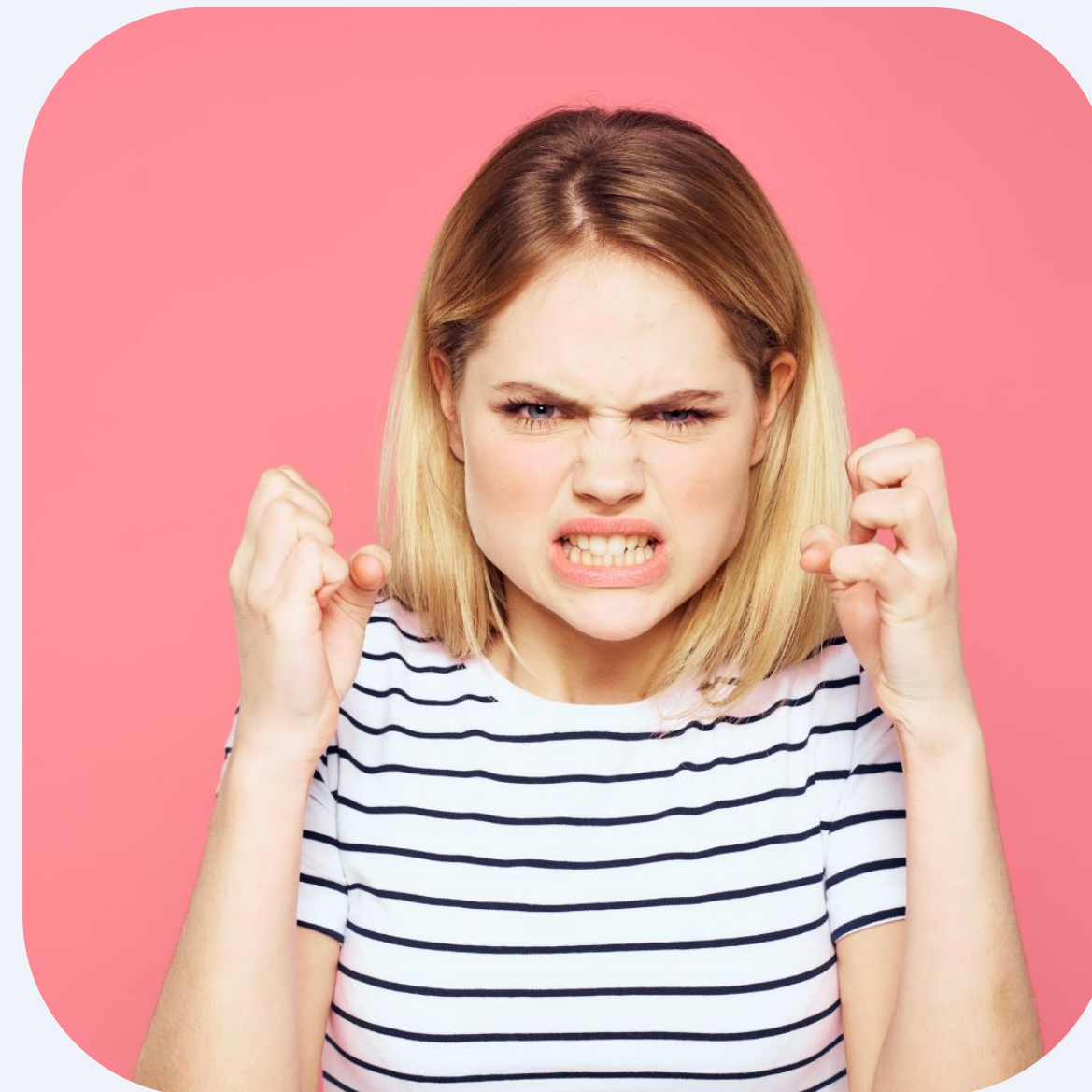
Guess the word from the pictures below.

hand



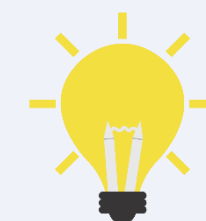
+

mad



+

e



handmade

Why do you think this word is related to our topic?

Introduction

Study the following explanation about **value proposition** and **unique selling point**.



What is the value proposition?

*The value proposition is relative to competing brands, **how the company chooses to separate themselves from the competition.***

What is a unique selling proposition?

The point of a USP is to focus on the niche or the need in the marketplace and deliver a promise you can make. Your unique selling proposition (USP) is what sets you and your product or service apart from your competition and clearly tells your customer the benefits.

Every business must have at least one USP.
Some businesses have many.

So, What is the difference between a unique selling proposition and a value proposition?

Your Unique Selling Proposition (USP) is what sets you, your business and your product or service apart from your competition. Your USP can be an actual fact, or a perceived difference or specialty. On the other hand, your Value Proposition (VP) is a fundamental business model decision that serves as the core strategy a company chooses to separate themselves from the competition.

Identify your USP

This definitive guide includes a step-by-step approach to figuring out the USP of your business. By the time you finish reading it, you will have a clear strategy for identifying and defining your USP.

Step 1: Brainstorm ideas.

Creating the USP of a business is not the task for a single individual; it's a team effort. Start by asking your team what they think separates your business from your competitors.

Step 2: Identify your customer.

You need to identify your potential customers based on their age, location, gender, earning levels and other such characteristics. The more you're able to define the characteristics of your target audience, the better.

Step 3: Analyze your

Before you find out what makes your product unique, you have to discover what's available to your target audience. You are trying to get a clear picture of all your competing products, their strengths, and weaknesses.

Step 4: List your strengths.

This step is all about finding your strengths. What makes your products better? The idea here is that once you identify your strengths, you can market them to attract your target audience.

Step 5: Know your weaknesses.

This is a crucial step and shouldn't be skipped. It's only when you are aware of your weaknesses that you can come up with a strategy to overcome them. Identify your weaknesses so that you know not to mention them and discover what needs improving.

Step 6: Figure out what makes you unique.

Using all of the data collected in the previous steps, think about the features that make your brand distinct. This could include data from the input of your employees, your strengths and weaknesses, etc.

Step 7: Translate your USP into the right words.

This is the final step. Try creating short phrases using the feature you arrived at in the previous step. Be clear and concise. Stay away from big words that make it difficult for the customer to connect with your brand.



Vocabulary

Put the following words and expressions related to Unique Selling Points (USPs) in the correct categories below. More than one category per item is possible.

24-hour technical support able to meet customers' needs a multinational brand central
guarantee handmade maintenance and servicing option to pay in instalments
quality control procedures reliable value for money well-established
convenient cost-effective durable

Price:

Customer Service

Quality:

Flexibility:

Location:

Credibility:

Vocabulary – Answer Key

Check your answers below.

24-hour technical support	able to meet customers' needs	a multinational brand	central
guarantee	handmade	maintenance and servicing	option to pay in instalments
quality control procedures	reliable	value for money	well-established
convenient	cost-effective	durable	

Price:	cost-effective; value for money; option to pay in instalments
Customer Service	maintenance and servicing; 24-hour technical support
Quality:	reliable; able to meet customers' needs; durable; guarantee; quality control procedures; handmade
Flexibility:	able to meet customer's needs; 24-hour technical support; option to pay in instalments
Location:	convenient
Credibility:	well-established; guarantee; a multinational brand

Vocabulary

Complete the following sales pitch with words from the previous slide.

Our service is extremely _____. You will save a lot of time and money.

If you have any particular requirements, don't worry - we are _____.

Our product is very _____ - you can use it for as long as 5 years without replacement.

Help is always at hand - we offer _____.

We are a _____ company with a long tradition of success.

We offer a 2-year _____ for your peace of mind.

You don't have to pay for everything at once - we offer you the _____.

Our location is very _____. You won't need to travel too far.

Which of the words would you use to describe your product or service to a potential customer/clients?



Vocabulary – Answer Key

Check your answers below.

Our service is extremely cost-effective. You will save a lot of time and money.

If you have any particular requirements, don't worry - we are able to meet the customer's needs.

Our product is very durable - you can use it for as long as 5 years without replacement.

Help is always at hand - we offer 24-hour technical support.

We are a well-established company with a long tradition of success.

We offer a 2-year guarantee for your peace of mind.

You don't have to pay for everything at once - we offer you the option to pay in instalments.

Our location is very convenient. You won't need to travel too far.

Which of the words would you use to describe your product or service to a potential customer/clients?



Grammar Point

Study the following explanation about Subject-Verb Agreement

- **Verb agreement with either and neither**

The verb in *either/or*, or *neither/nor* sentence **agrees** with the noun or pronoun closest to it.

Examples:

- Neither the plates nor the serving bowl goes on that shelf.

(singular) (singular)

- Neither the serving bowl nor the plates go on that shelf.

(plural) (plural)

- Either Tracy or her sisters were supposed to prepare dinner, but nothing is ready.

(plural)

(plural)



Grammar Exercise

In the questions below, decide whether **either** and **neither** are singular subjects or conjunctions joining subjects. And when you've figured that out and you know what the subject is, pick the verb that agrees.

1. Neither of them _____ how to get to Red Deer.
a. know b. knows
2. It will be hard for them to get there, as neither Kate nor her friends _____ how to drive.
a. know b. knows
3. Usually, either my niece or my nephew _____ me up at the airport.
a. picks b. pick
4. Either he or you _____ to clean up this room.
a. has b. have
5. It's a shame that neither the pink one nor the white one _____ in size 16.
a. come b. comes



Grammar Exercise

Check your answers below.

1. Neither of them _____ how to get to Red Deer.

- a. know **b. knows**



***neither** is a singular pronoun acting as the subject of the sentence. The singular subject (Neither) must take a singular verb (knows).*

2. It will be hard for them to get there, as neither Kate nor her friends _____ how to drive.

- a. know** b. knows



***neither ... nor** is a two-part conjunction joining two subjects. The verb must therefore be plural to agree with the nearer subject (her friends).*

3. Usually, either my niece or my nephew _____ me up at the airport.

- a. picks** b. pick



***either ... or** is a two-part conjunction joining two singular subjects. The verb must therefore be singular to agree with the nearer subject (my nephew).*

Grammar Exercise

Check your answers below.

4. Either he or you _____ to clean up this room.
a. has **b. have**



Either ... or is a two-part conjunction joining two subjects. The verb must therefore be plural to agree with the nearer subject (you).

5. It's a shame that neither the pink one nor the white one _____ in size 16.
a. come **b. comes**



neither ... nor is a two-part conjunction joining two subjects. The verb must therefore be singular to agree with the nearer subject (the white one).

Features of an effective USP

There's no one way to highlight a USP. It can address a wide range of concerns, problems, conscious or unconscious desires and emotions of a target group. Here are some useful expressions you can use:

Offer quality	Outstanding qualities, expertise or attributes are all unique features that can be highlighted.
Examples	<ul style="list-style-type: none"> • <i>"Our training concept/product/brand/service was developed specifically for....."</i> • <i>"This is the only software/product compatible with....."</i> • <i>"Our product/service is suitable for....."</i> • <i>"We worked in this field for many years and offer"</i>
Offer something exclusive	Exclusivity and individuality can be excellent distinguishing features, which are also often difficult to copy.
Examples	<ul style="list-style-type: none"> • <i>"We customize our software/training to your exact needs."</i> • <i>"We customize our to"</i> • <i>"Our credit card offer is available to a selected group of customers only."</i>
Offer the best price	Price is often the deciding factor. Especially when there are many offers of equal value; prospective customers like to choose the affordable one.
Examples	<ul style="list-style-type: none"> • <i>This software provides the capabilities of five different programs combined."</i> • <i>When you choose our services, you'll receive free maintenance for two years."</i> • <i>"Our online support will help your employees install the software themselves. You'll save the costs of an on-site service partner."</i>

Features of an effective USP

There's no one way to highlight a USP. It can address a wide range of concerns, problems, conscious or unconscious desires and emotions of a target group. Here are some useful expressions you can use:

Offer efficiency	In many sectors, speed and efficiency are more in demand than ever before. Those who can claim to provide a service faster than others can score points.
Examples	<ul style="list-style-type: none"> • <i>"We can develop the right software in record time."</i> • <i>"We can develop/provide in record time / within three months/weeks/days."</i> • <i>"Thanks to our innovation, we can perform/develop faster than any other competitor."</i>
Offer several benefits	It's the right combination of different characteristics that target groups really find attractive.
Examples	<ul style="list-style-type: none"> • <i>"Our product concept offers long-term benefits at low price."</i> • <i>"Our product/service offers at low price."</i> • <i>"Our method ensures an efficient workflow and increased employee satisfaction."</i> • <i>"Our product/training/service/company ensures and"</i>
Offer guarantees	Security is important to many customers; guarantees and promises are appealing.
Examples	<ul style="list-style-type: none"> • <i>"Our program will increase your efficiency by at least 10% in just three months – guaranteed!"</i> • <i>"Our..... will..... - guaranteed!"</i> • <i>"We guarantee to make you the best offer!"</i> • <i>"We guarantee!"</i>

Exercise

Apply some useful expressions you've just learnt and create your USPs!

Offer efficiency	<ul style="list-style-type: none">• _____• _____
Offer something exclusive	<ul style="list-style-type: none">• _____• _____
Offer the best price	<ul style="list-style-type: none">• _____• _____
Offer efficiency	<ul style="list-style-type: none">• _____• _____
Offer several benefits	<ul style="list-style-type: none">• _____• _____
Offer guarantees	<ul style="list-style-type: none">• _____• _____

Pronunciation Drill

Let's practice the pronunciation of the following words.



- durable
- guarantee
- convenient
- reliable
- central

- du·ra·ble
/'d(y)oʊrəb(ə)l/
- guar·an·tee
/ˌgerən'tē/
- con·ven·ient
/kən'venyənt/
- re·li·a·ble
/rə'liəb(ə)l/
- cen·tral
/'sentrəl/

Learning Reflection

Answer the following questions.



- What do you think of this topic?
- Is there a new thing you learn today? What is it?
- What is the most interesting part of this lesson?

Thank you.



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