

E-LESSON #10: Unique Selling Proposition (USP) MANAGER OR FACILITATOR MEETING GUIDE



The creative problem is one of the major reasons that clients say they tried radio or television and “it didn’t work”. If the client believes that his broadcast salesperson doesn’t know any more than he does about writing copy and producing spots, the “tail ends up wagging the dog.” That is, the client winds up telling US what to put into the commercial. Since the client is usually no expert in the creative area, we end up with “bait that doesn’t attract fish” and the campaign fails. Then the client blames your station on poor results.

In order to get a handle on this critical issue, we’re teaching salespeople how to be experts in the creative area, whether the seller thinks he’s a creative genius or not.

E-Lesson #10 is the **SEVENTH** in a series of ten **red presentation ICONS**. The information contained in this ICON learning approach is designed to help salespeople to get local direct clients “on the same page” we’re on as quickly as possible.

This lesson is the second of three dealing with CREATIVE.

The **unique selling proposition** should always be something that distinguishes your client from the rest of his competitors.

The purpose of this lesson is twofold.

- E-LESSON #10: **UNIQUE SELLING PROPOSITION (USP)**, or *Identifiable Difference (ID)*, is designed to help salespeople identify any distinguishing attributes that the client’s business offers but his competitors do not. The ID is the skeleton or framework on which you’ll hang the remainder of the spot.
- What sets your salesperson apart from all of the other media reps in your market? Does the broadcast salesperson have an **IDENTIFIABLE DIFFERENCE**? Knowing the difference between a good and bad spot might differentiate your sellers from the Chiquitas at the other stations.

How to effectively deliver this lesson

1. Explain to the client that his business must have a **UNIQUE SELLING PROPOSITION (USP)**.

2. The USP must be meaningful to listeners or viewers who will buy your client's product or service from somebody this week.
3. The USP should never be cliché.
4. Use the "What's in it for me?" test when considering USPs.
5. Begin the session by giving each salesperson a copy of the General Agenda for E-LESSON #10: ***UNIQUE SELLING PROPOSITION (USP)***.
6. Download and view the corresponding on-line video with your staff. Cover the material and ask for discussion about USPs that national and local advertisers are using. Emphasize that it is the salesperson's job to help a clients without a definitive USP to identify one and use it.
7. Distribute the Worksheet for Salespeople for E-LESSON #10: ***UNIQUE SELLING PROPOSITION (USP)***.
8. Give salespeople 10 minutes to fill out the sheet.
9. Collect all worksheets. Make copies for your salespeople and keep a copy for your files.
10. Examine worksheets. Look for progress and problems in getting appointments and meeting with local direct businesses.

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