

WORKSHEET FOR SALESPeOPLE

E-LESSON #10

Unique Selling Proposition (USP)

Name: _____ Date: _____



The unique selling position should always be something that distinguishes your client from his competitors.

1. List a few current client or potential clients. Write down any Unique Selling Propositions these clients might have but aren't currently using.

Client

USP

_____	_____
_____	_____
_____	_____
_____	_____
_____	_____

2. What differentiating trait or identifiable difference would you like to have as a media salesperson?
3. Discuss progress or problems you're experiencing from two new local direct accounts. Use the back of this sheet if you need more room.
4. Name two new local direct accounts you will call on in the next two weeks. Discuss any progress you've made over the past two weeks selling local direct long-term contracts.

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