

CRAFT YOUR MESSAGE

Trade Show U Session #4

Consider Your Prospects' Goals from Their Perspectives

Example:

I've packed my bags, and I'm ready to head to _____.

I really hope to find a supplier or partner who will help us solve the issue of _____. *It would be amazing if I could find a supplier that could _____.* *That would make me feel _____."*

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Things my prospects love:

Things my prospects love:

Problems my prospects are seeking to solve:

Ways our products and services can solve our prospects' problems:

My prospects' beliefs about the marketplace:

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My prospects' beliefs about our company, products, and services:

Things my prospects enjoy during their free time:

Celebrities whom our prospects respect:

Things our prospects value from our company, products, and services:

Things our existing customers have to say about our company, products, and services:

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USP Brainstorming Worksheet

unique selling proposition – the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition*

* definition courtesy of entrepreneur.com

Here are few questions to get you started:

What makes your product or service unique in comparison to your competition?

What problems can only YOUR product or service solve?

List the ways your product or service is superior to the competition.

In a perfect world, what would your USP be? What could you improve within your organization to make that USP a reality?
