

# 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:

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Things my prospects love:

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Problems my prospects are seeking to solve:

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

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My prospects' beliefs about the marketplace:

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# CRAFT YOUR MESSAGE

## *Trade Show U Session #4*

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

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Things my prospects enjoy during their free time:

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Celebrities whom our prospects respect:

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

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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?

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What problems can only YOUR product or service solve?

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

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

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