

You Are Unique!.....

Find Out Why...Tell Them Why

U
P
A
unique purchase appeal



Perhaps you've always wondered exactly how to set yourself apart from all the rest of your competition. There is a way that will only take a few moments of your time and will give your company employees something they can say when people ask them how they are different from the rest. We're going to create some "bragging rights". Right here. Right now.

With all the advertising in the marketplace, it's little wonder that you can get lost in all the "noise" that is in electronic, print and outdoor advertising. You have to do and say something that is different, unique—that will set your company apart from all the rest.

How would you like to create a statement about your company that the customers can relate to? Make it in their terms and what they want to hear. You can! By creating a Unique Purchase Appeal statement, you can put your "stake in the sand" where no other competing company will be able to use your same distinct ideas.

.....> **are you READY?**

.....> Take the leap...turn the page

UNIQUE Purchase Appeal

UPA
unique purchase appeal

A Unique Purchase Appeal (UPA) is an assertion of what your customers think you are. You create this Unique Purchase Appeal using information you gather from their answers to your Purchase Appeal questions – it's that simple.

The UPA is a positive declaration about your company composed of not more than three sentences. It is only stated in customer benefit terms. Here is the step-by-step way to accomplish writing your own UPA:

- 1 The List:** Randomly select 15-20 Residential or Commercial customers with their phone numbers from your company records.
- 2 Make the Calls:** Using the Unique Purchase Appeal Questionnaire, call your customers and write down their answers on the attached questionnaire sheet.
- 3 Look at the Words:** Take all the completed questionnaires and write down all the positive words that happen more than once and how many times those words happen. Your customers will have those pop up over and over... They'll tell you if you are cheerful, honest, service-oriented, etc.
- 4 Create the UPA Statement:** Using those words, create a group of sentences that say what the customers think of your company.

There you have it – a great statement that will clarify exactly what you are and what you stand for, and a rallying point for your employees and customers.

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When you call your small group of customers, please introduce your company and your name.

Ask: “Would you help me with some feedback about our services for a couple of minutes?”
If you get a yes, then proceed. Write the exclusive words that the customer uses.

1. Why did you choose our company?

2. What do you like about us?

3. What is important about services you receive from any company?

4. What things don't you like about our competition?

5. What other suggestions do you have to help us serve you better?