



MENTURE ME

How To Easily Get Prospects To Choose You
Over Your Competition

Here's What You'll Learn

Effectively communicating the benefits you offer.

Four strategies to compel customers to do business with you.

- ▶ Being the price Leader
- ▶ Differentiation
- ▶ Focus on a certain niche
- ▶ Extra value proposition



What is the biggest form of gambling for small business owners today?



Marketing & Advertising





Inadequate market research/segmentation

Weak competitive advantage

80% of the reasons why small businesses fail are linked to an ineffective marketing system*.

Limited marketing communication channels

Poor revenue streams to sustain growth

*Forbes Study

The Biggest Waste



Maintaining Business Growth Today



MENTURE ME



What Is Marketing To You?



First Identifying A Void/ Opportunity

Then....

- ▶ Have some good to say to that target market.
- ▶ Say it well with a compelling offer.
- ▶ Say it often and loud using all available marketing channels.



Most Competition Today

Are your competitors communicating who they are and what they do similar to the way you do?





Unique Selling Proposition

“Differentiate or Die” by Jack Trout

1. Why do people do business with you now?
2. Why should I your prospect choose to do business with you versus any and every other option I have available to me in your category?
3. Four Ways to Achieve A U.S.P.
 1. Price Leadership
 2. Differentiation
 3. Target/Niche (Price leadership or Differentiation)
 4. Extra Value Proposition



Price Leadership

- ▶ You have the lowest price compared to your competition.
- ▶ Great advantage if it can be created and maintained.
- ▶ It is often difficult to consistently be the price leader.
- ▶ Easy “competitive advantage” to mimic repeatedly.
- ▶ Also you are working against the economic effects of inflation.



Price Leadership Examples



Differentiation

- ▶ Create an advantage by doing something more, better or different than your competition.
- ▶ It could be in the form of longer hours, higher performance, better results, more selection, better service, a specialty, etc.



Differentiation Examples

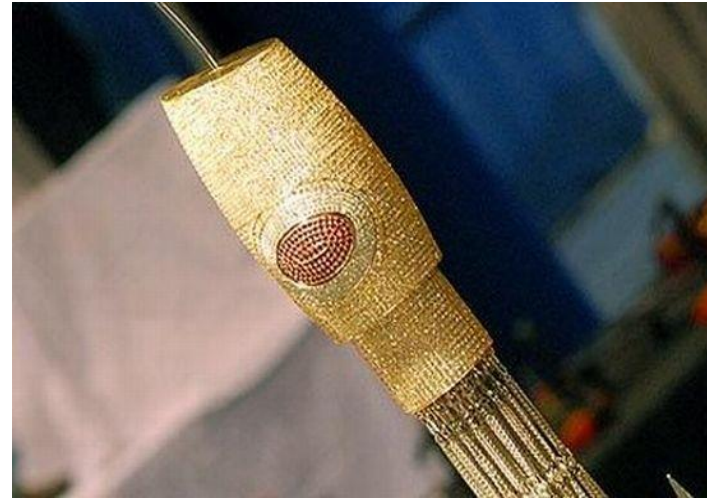


Niche Focus – Price Leader or Differentiator

- ▶ Targeting one small segment of the market.
- ▶ Become the price leader or differentiator specifically to that segment of the market.



Niche Focus Differentiator Examples



Extra Value Proposition

- ▶ Your company provides more value for the dollars spent by the customer.
- ▶ More quality for the same price.
- ▶ More service for the same price.
- ▶ Overall more benefit than your competition is offering.



Extra Value Proposition Examples



Marketing and Advertising Warfare

- ▶ Consumers are “attacked” with 3500+ marketing messages every day.
- ▶ Reticular Activating System (RAS) controls (filters) how often you will register seeing or act on marketing messages.
- ▶ You must offer unique value in the mind of your target customer to grab their attention.



Examples of USP Benefit Statements(WIIFM)

“Hot Fresh Pizza Delivered in 30 minutes or It’s Free”

Domino’s Pizza

“When It Absolutely Has To Be There Overnight!”

Federal Express

“Save Money. Live Better.”


Wal-Mart



Competitive Advantage

- What is your edge in the marketplace to satisfy your customer's needs regardless of your price?

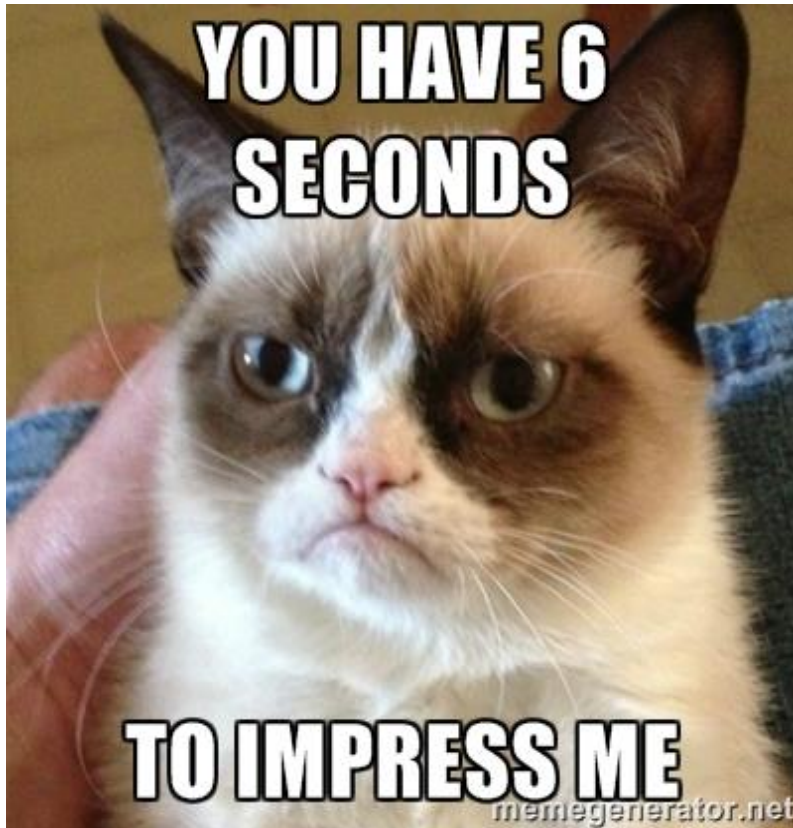




An effective U.S.P positions you as the obvious choice in the marketplace thereby generating more sales, referrals, word of mouth and profits often without spending any additional money on advertising.



So Why YOU? = Unique Selling Proposition (USP)



- ▶ Foundation of ALL your marketing efforts.
- ▶ Expect challenges getting new customers and growing without one.
- ▶ Carbon copy of your competition = competing mainly on price.





What unique value do you offer?



Price Leader

Differentiator

Are You The _____ In Your Market?

**Niche Focused – Price
Leader or Differentiator**

Extra Value Proposition



MENTURE ME

Price Leader

Differentiator

Let's Start to Uncover Why You!

**Niche Focused – Price
Leader or Differentiator**

Extra Value Proposition

USP - Seven Important Characteristics

1. Be able to clearly communicate your value in 90 words or less and answer the question – *“Why should I do business with you and not your competition?”*
2. Quantify the benefit offered as much as possible.
3. Be specific in areas of quality, service, selection, guarantee, etc.
4. Fill a void the competition is not filling.
5. Your USP must matter to prospects and customers.
6. Your USP should evolve depending on how the competition responds.
7. You must be able to execute the proposition.





Are you ready to attract more customers
and boost sales today?

Claim Your FREE Customized
Profit Boost Plan

www.mentureme.com/getstartedtoday



MENTURE ME