

Offer, USP / Guarantee & Pricing Research

Your Competitors

List your 3 biggest competitors to base this research on;

1. _____
2. _____
3. _____

What catches your eye first?

1. _____
2. _____
3. _____

List their key services and how much they charge

Company	Service	Charges	Comments

What do they do particularly well?

1. _____
2. _____
3. _____

What do they do poorly? (Here's your opportunity!)

1. _____
2. _____
3. _____

List Some Special Offers or Unique Services they are promoting

Company	Special Offer	Unique Services	Comments

Have they got any guarantees? If so what are they?

1. _____
2. _____
3. _____

What can they guarantee that you can't?

1. _____
2. _____
3. _____

What MUST businesses in this industry guarantee?

1. _____
2. _____
3. _____

What else catches your eye?

1. _____
 2. _____
 3. _____
-

Your Market

Describe the profile of the average customer for your business
(include type / age range / sex / status / location / hobbies etc)

List 10 values / services that you think would be most important to your customer – ie, price, customer service, speed, quality etc. Then rank in order of priority 1 - 10

1. _____ ○
2. _____ ○
3. _____ ○
4. _____ ○
5. _____ ○

6. _____ ○
7. _____ ○
8. _____ ○
9. _____ ○
10. _____ ○

List 10 ways of reaching your average customer

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Your Industry

Describe your perception of the industry you are in

How do you think the industry has changed in the last 5 years?

What changes do you expect to see in the next 12 – 18 months?

Now take the top five most important things for your customers and describe what the perceived standards and / or reputation of each value or service in the industry

How would you like your business to compare to these standards?



Your Customers Opinion

What 3 things would you like your customers to say about you?

1. _____
2. _____
3. _____

How could you survey the market to find out what customers are saying about your competitors?

List 10 ways you could convert competitor customers to your customers

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Getting testimonials are always difficult at the start of a business. List 10 ways you could get honest and worthy testimonials including who you might get them from

1. _____
2. _____

3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Once you have customers on board, list 5 meaningful ways to retain them

1. _____
 2. _____
 3. _____
 4. _____
 5. _____
-

Your Ideal World

List 3 things that you cannot confidently guarantee that you would love to be able to

1. _____
2. _____
3. _____

What is the one thing, that if you could guarantee it, would make you the market leader?
(Think Big!)

In an ideal world, what would you like your customers to see as the main point of difference between you and your competitors?

Think of 3 industries completely different from yours and 'personalise' an idea that could give your business a real point of difference

1. _____
2. _____
3. _____

Now take all of the above information and formulate your own USP and Guarantee

What Unique Services or values can you offer your customers?

What Guarantees can you offer your customers?

My USP & Guarantee is;

CONGRATULATIONS!

Now Get Out There and Get Some Customers

Good Luck!