

USP

Unique Selling Proposition

Magic System Tools

An Overview:

**Show Me The Money -
How To Create (And Intergrate)
The Kind Of USPs Clients Are
Dying To Get...And The 4 Ways
To Use Them**

Dear Student,

I'm Michael Senoff, founder and CEO of HardToFindSeminars.com.

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

Michael Senoff

Founder & CEO: www.hardtfindseminars.com

Copyright Notices

Copyright © MMVIII - © MMXIV by JS&M Sales & Marketing Inc

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, without permission in writing from the Publisher. Requests for permission or further information should be addressed to the Publishers.

Published by:

Michael Senoff
JS&M Sales & Marketing Inc.
4978 Gaylord Drive
San Diego, CA 92117
858-274-7851 Office
858-274-2579 Fax
Michael@michaelsenoff.com
<http://www.hardtfindseminars.com>

Legal Notices: While all attempts have been made to verify information provided in this publication, neither the Author nor the Publisher assumes any responsibility for errors, omissions, or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of legal or accounting advice. The Publisher wants to stress that the information contained herein may be subject to varying state and/or local laws or regulations. All users are advised to retain competent counsel to determine what state and/or local laws or regulations may apply to the user's particular situation or application of this information.

The purchaser or reader of this publication assumes complete and total responsibility for the use of these materials and information. The Author and Publisher assume no responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials, or the application or non-application of the information contained herein. We do not guarantee any results you may or may not experience as a result of following the recommendations or suggestions contained herein. You must test everything for yourself.

Any perceived slights of specific people or organizations is unintentional.

An Overview

Show Me The Money - How To Create (And Integrate) The Kind Of USPs Clients Are Dying To Get...And The 4 Ways To Use Them

No one walks through the door at Wal-Mart or Fed-Ex and wonders why they're there. That's the beauty of a USP. It's all right there, on the table, spelled out. Salespeople know what they're selling and they're excited to do it.

Customers are clear on what they're getting and are more responsive to sales presentations. The company is no longer trying to compete on price or trying to be all things to all people. It's called lean marketing. And it's how small businesses stand apart and grow in this economy.

In this audio you'll hear the creator of the HMA System, Richard Johnson, explain how USPs work to take the fat out of the sales process by targeting better prospects, attracting more alliances, increasing conversion rates, and improving lifetime customer value. It's a process that gets integrated into everything from phone scripts to websites.

In the book he co-authored with Dan Kennedy called *Stand Apart*, Richard outlined the power USPs have for creating exponential growth. And in the follow-up product to that book, he shows you exactly how to make (and integrate) those kinds of powerful USPs.

You'll Also Hear...

- The biggest mistake companies usually make with their sales force – and how something as simple as a USP can help to counteract that

Stuck on your USP? Call Richard for help @1-801-889-1505 Richard@USPmagic.com

- Why Richard calls USPs the fastest source of new cash flow a company could have – and how to use them to qualify, convert, and sell more
- The best way to work with business owners throughout the USP phase so you're transforming their mindset away from traditional "let's spend even more money on advertising" techniques to the kind of asset-minded lean-marketing that actually works
- An insider's look at the typical company Richard creates USPs for – the sad way they normally keep in contact with their past customers, the usual way they try to get prospects through the door – and how Richard uses his USPs to cut through all that and show them the money... fast
- How the first two steps – creating and integrating the USP – can free up money for a business in as little as 60 days (so owners have plenty of cash flow to pay you for the rest of the HMA steps)

Let's face it. This is still a tough economy. But small businesses can't keep blaming Wal-Mart if they fail, especially when they really only need to do two things to succeed – stand apart from the competition and stop competing on price already.

That's where you and the USP come in. USPs are the fastest known way to increase profits because they streamline the whole sales process. They form the base of lean marketing. And in this audio, you'll hear how powerful that is.

Contact us now to find out how much more your company sales and profits can grow with a proper USP and one that's successfully executed.

Go to our website at: www.USPMagic.com

Call us directly at 1-801-889-1505

Or e-mail Richard directly at: Richard@USPMagic.com

Remember: Every minute that goes by without a unique selling proposition in place is costing you thousands if not millions of new dollars for your business.

Michael So, Richard, anyone considering in investing in this USP package, their main concern is how are they going to be able to make money for themselves, as a consultant or coach, and will this USP produce money for their clients?

I think it's real important that we talk about the money and share with the consultants and the business owners who want to invest in understanding the value of an USP and how that can show them the money and bring them the money.

Richard I want to welcome everybody to this USP product that we are releasing as a follow-up to our best-selling book "Stand Apart" with Dan Kennedy. We know and have been doing for the last twenty two years or more that if we help a company stand apart by creating a unique selling proposition for the company, that is the first step in helping the business owner make a lot more money very quickly.

If we look at all the examples that we'll go through and that we'll illustrate and if you look out in the world of marketing, you see the examples. Everyone is so clear about why they go to Walmart. They understand clearly why they are the low price leader because they've experienced it, they advertise it, they market it.

Lens Crafter, "In about an hour," everyone knows why they're going to go to Lens Crafters. You've got Visa- that's "Everywhere" and they always hammer against American Express. You have FedEx: "Absolutely, overnight." You have Papa Murphy's who say "now go and have love at four hundred and twenty five degrees. Take it home and have a fresh pizza that you bake in your oven." So, all of these great examples of USP- of standing apart.

Companies that have done well at making certain that they differentiate is where the money is. That's what I want to illustrate is how did that happen? How do they make money or how do we create more revenue that you hadn't had before?

We begin to transform the owner away from traditional marketing or hidden marketing asset based marketing thinking. In order to help you make that transformation is to help you to see the money!

Help you see the cash. Help you to see how quickly it could come. In as little as thirty to ninety days you can have increases of twenty, fifty, one hundred or one thousand percent or more in cash flow because of the USP. We're going to spend time first, here, in introducing the USP module and why it's going to make you a lot of money.

Michael What are the four ways this USP is going to make us money?

Richard The first thing it's going to do is make all of your current marketing and sales efforts more efficient and more profitable. You might even be able to lower your marketing expenses. I have one client who dropped the expenses, twenty four thousand dollars because they didn't have to do as much marketing as they had done before.

The way that happens is a good USP in helping you stand apart makes everything that you say and all of your promotional materials, all of your sales people, the sales people are more clear on what they sell, they're more excited to get up in the morning and go to work and sell an owner who is his own sales person, who are more excited to sell every day, the customers and prospects are more clear on what it is you sell and respond better to your offers all of your website promotional materials are more productive, you're going to find the right prospects easier and faster, you're going to convert more of them, so that's the first way it makes more money.

Everything that you do is going to cost less and be more productive. You're going to be more efficient. That's why when we work with manufacturers we call it lean marketing for manufacturers because it makes them lean. It makes their processes more efficient. That's the first way that means everything that you're doing now will be better.

Number two: it's going to help you target better customers and prospects. So you're going to rifle in better. You're going to have less fat in your targeting process. You're going to find better prospects so that your sales people work with the best prospects rather than all the pits in prospects that are out there. By better targeting your customers, you're going to have more cash in your drawer more quickly.

The neat thing is that you can target better customers. A good USP helps you narrow your target and hit that target more effectively. You'll identify better prospects. Where they are, where they're sitting, what they're living, what they're doing. You'll have more of them. You'll convert them more easily to buy from you.

They're converted to your USP. The biggest mistake companies make is they try to be all things to all people. They try to take a shotgun approach and they lose money and they lose profit. A good USP means you're going to find better prospects. You're

going to target better you're audience and you're going to be able to bring them into your store easier.

You're going to get more traffic easier. You're going to have them buy more, more easily. You'll attract more alliance and affiliate partners that can help you with your marketing because they have customers that you want. Well, they're not going to let you have access to their customers if they don't know what your USP is.

If they don't know why you stand apart. If they don't know why you're customers ought to choose you. So the USP, the fastest way it starts to make you money is that everything you're doing now becomes better.

Now the next thing that a good USP does- number three is to convert more prospects. The biggest marketing asset a company has is its conversion rate, whatever that is right now. Is it ten percent? Is it fifteen percent? Is it thirty percent?

Whatever that rate is can go up and does go up almost immediately with a good USP.

Those conversion rates are all across a company. It might be how many are converting on your website to buy or to click. It might be how many are converting to a mail or an email campaign. It might be how many are converting to your show or event that you do and bring traffic to the show.

How many are going to become leads? How many are going to become prospects out of all the people you talk to at a show? It can be the conversion rate of who's answering the phone and taking orders.

Who's making outbound calls to customers? How many are the converting? A good business owner knows what his or her conversion rate is on all aspects of his company. You start getting a good USP into all of those conversion processes and it goes up. It goes up immediately if it's a good USP.

It can go up from ten to fifteen to twenty percent and if you calculate that on all of the marketing that you're doing, the sales are tremendous. We've had clients with good USPs increase their conversion rate eighty percent, one hundred percent and more which translates into more cash right away. That's probably the fastest source of new cash flow that a company can have, is getting a good USP in the conversion process.

For all of the consultants out there working with small businesses, this is a huge opportunity for you because we've kind of began to look at the top two marketing steps- the USP and its integration.

By doing those two things very well, you begin to free up cash from your client. He begins to make money quickly to pay you for the rest of the system. If you're having trouble in getting all of the steps of the system on board then get the USP and its integration on board so you begin to get cash immediately from those top two steps. We refer to lean marketing.

If you understand that many people who work in the manufacturing sector are familiar with lean manufacturing.

What that is, is that they have an expert come in, they look at all the machine processes, they look at the layout of the floor, they look at how the equipment is positioned, at how the machines are working, they look at what the operators of the machines are doing and they perform lean manufacturing.

They get rid of all the waste in their manufacturing processes. It boosts their revenue and profit immediately. We're doing the same thing with lean marketing. We go in with a good USP, crafted very specifically, bold, overt, standing apart from the competition begins to melt away all of the wasted marketing.

The biggest waste in marketing today are sales people working with non-qualified prospects. Those they shouldn't be working with. Those who don't agree with their USP. Those who don't understand what their USP is. You don't want to be working and spending time with those prospects.

That's why it's called lean marketing- it gets rid of the waste, the inefficiencies. It makes sales people focus on the right prospects instead of the wrong ones. It gets all of your website material focusing so that if you do SEO, Search Engine Optimization, you're going to get the best results because people know what the USP is.

The fourth and final way this starts making more money quickly is it increases the customer value of your client or business. Current customers will buy more and they'll buy more often with a good USP.

We work with companies all the time who have never even really communicated with their past customer, their current customers or they don't follow up very well on prospective customers. One of the reasons they don't is they don't have a USP. They don't know what to talk about, so they go out with a general, "Well, we're a good company and we think you ought to be buying from us more often. How about this nice offer

today? We'll discount it by thirty percent so you'll come in the door." Look at your mailers you get in your mail every day.

All those coupons. All they are, are price discounts because the company has nothing else to sell. They're weak. They're void.

They're collapsing because they have to compete on price.

They all get upset at Walmart or Target for coming in.

Companies with great USPs. They get mad because they say,

"oh the big boys are coming in and taking away our business from our small mom-and-pop shop. Protect us! Give us laws

and give us help, government!" Instead of, "Well, here's how

we're going to sell against Target, here's how we're going to sell against Walmart and how we're going to win.

Even though they've got lower prices, we've got a better reason

for the customer to do business with us." Companies start

losing customers to Walmart. They start losing customers to the

competition instead of winning them and keeping them with a

good USP. So if you want to make a lot of money fast and the

way a good USP does is you start reactivating past customers with a good USP.

Finally you got a reason to invite them to come back. Finally, they got a reason to come back to you. Then you start working with your current customers and start offering new products and more products than they've been buying before. Having them come back more often, two or three times a year instead of once every two years, and your cash flow starts to come up right away.

Then you take a good USP and start following up with all of your prospective customers that are sitting around in your business. They're sitting on your sales people's files. They're sitting in Excel or they're sitting in Quickbooks or they're sitting in files in the back of the room. You go with a good USP and a follow-up system to prospects and you're going to make more money much more quickly. In all of step number four you're going to increase the customer value.

So, in summary, those are the four ways you get cash in quickly with a good USP that gets your company standing apart from the competition. Again, in our book with Dan Kennedy, that's why it's called "Stand Apart" so that we can help small businesses make more money, more quickly.

In summary, those four ways are number one: It's gonna make all of your current marketing and sales efforts more efficient, lean, more productive, gonna to get rid of fat and are going to make more profit immediately dropping to the bottom line.

Number two: it's going to help you target better customers and prospects. So you're going to rifle in better. You're going to have less fat in your targeting process. You're going to find better prospects so that your sales people work with the best prospects rather than all the pits in prospects that are out there.

By better targeting your customers, you're going to have more cash in your drawer more quickly. Number three: You're going to convert more of those prospects. Everything in the sales process from prospecting to qualifying to presenting to

overcoming objections and the closing gets better. You're

conversion rates go up, they can go up tomorrow bringing in cash right away to your company.

Finally, number four: You're going to increase the customer value. Everyone working with small businesses are all small business owners. You need to calculate what the lifetime value of their customer is. How much is the customer worth? A good USP will increase that almost immediately because customers become more clear on why they should come back and do business with you.

Why you stand apart from everybody else. Why they should come back more often. Why they maybe stopped doing business with you for three to five years and now you're going to capture them back. Because before all you were doing was competing with price. They can always go find a lower price... So unless you truly are the low-price leader like Walmart has successfully carved for its USP then you better not try to compete on price or you will die and you'll blame it on Walmart.

Those are the four key ways that this whole product that we'd like you to get into your business or into your consulting practice or into any effort you're making with clients can help you make money more quickly.

So that's why we're excited to have this new product out for you as a follow-up to the "Stand Apart" book with Dan Kennedy.

Because we want you to be able to stand apart. So, in the modules that follow, we're going to talk about what is a good USP? We're going to give not only examples that are there in the marketing world right now but my own examples from clients and other consultants, clients and how we're crafting the USP.

The second part is how we craft the USP. We're going to talk about the importance of uncovering the hidden marketing assets in a company. We're going to talk about conferencing and surveying the top leaders of the company and the top managers of the company for the USP. We're going to talk

about how to survey customers for the USP. We're going to talk

about how we look at the competition and make sure that you're standing apart from the competition.

Then the last module is all about how we're going to take all of that, create the USP, write up the USP, what are the components of a good USP, what you should have in the USP, and then getting that USP into all of the marketing steps. Integrating it, getting it into your database, getting it in with alliance partners and affiliate partners so that you're finding new prospects and then how all of that comes together in a system of marketing.

A system of standing apart. A system of integrating a USP throughout all of your marketing so that you can grow your business three ways: get more prospects contacted, convert more prospects, and increase the lifetime value of your customers. Remember the biggest thing that's happening here is a transformation of your mind of marketing. A transformation away from traditional marketing to hidden marketing asset-based marketing.

We want to transform you from that kind of traditional marketing thinker which only grows one way, because that's all traditional marketing does, and we're going to transform you into asset-based marketing thinkers. That's how we start is getting you to stand apart with your marketing assets that you already have in place and then implementing an entire marketing system around that USP.

Contact us now to find out how much more your company sales and profits can grow with a proper USP and one that's successfully executed.

Go to our website at: www.USPMagic.com

Call us directly at 1-801-889-1505

Or e-mail Richard directly at: Richard@USPMagic.com

Remember: Every minute that goes by without a unique selling proposition in place is costing you thousands if not millions of new dollars for your business.