A Marketing Action Plan

An NDC, Inc Resource Document

UNIQUE SELLING PROPOSITION

Your unique selling proposition (or USP) answers your most important question –

"Why will your targeted customers choose to buy from your business as opposed to the competition? How are your products and services better or different at meeting your targeted customers' needs and priorities?"

Your USP should be the foundation for your entire marketing action plan, and help you to make good decisions regarding your products, pricing, promotion, sales, and distribution. You can write your unique selling proposition right here.

"Our customers will buy from us as opposed to our competition for the following reasons…"

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Now, refer to this all the time as you work your way through your marketing plan, and ask yourself, ***"Is what I'm proposing for my products (pricing, promotion, etc.) consistent with my USP?"*** If it isn't, then you'll need to change your plans. If you don't know, then maybe you need to change your USP to make it more specific.

YOUR PRODUCTS AND SERVICES:

Our Products & Services		Competi-tors' Price Per Unit	Our Cost Per Unit	Our Markup		Our Price Per Unit	Our Margin %
Item or Category of Items	Unit of Sale			$'s Per Unit	%		
		$	$	$	%	$	%
		$	$	$	%	$	%
		$	$	$	%	$	%
		$	$	$	%	$	%
		$	$	$	%	$	%
		$	$	$	%	$	%
		$	$	$	%	$	%