

USP & Guarantee Questionnaire

You're about to start a very important part of your marketing success journey...

Your responses to the following questions will give us the insights into your business we need to come up with something special ... **In this case your unique selling proposition and your guarantee...**

These 2 items are crucial to the power and effectiveness of your marketing ... Your unique difference sets you apart from your competition, and your guarantee removes the risk of purchase, from your customers ... These concepts should form the basis of every marketing effort.

And remember ... the key to us producing the best result is for you to answer every question in as much depth as you can ... If you don't understand a question, call us - we'll be more than happy to explain and give you some direction ...

The questionnaire is there to make you think ... To think about yourself and the way you do business. To think about the position your business holds in your market place, and the risks of purchase you need to remove from your customers....

Some of the questions may seem a little repetitive, but asking them from a slightly different perspective helps to give us a clearer understanding of your business ... which gives us the information we need to create you some brilliant marketing strategies that will WORK ...

So, let's get started...

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Your Competitors ...

First, let's take a look at the other businesses in your industry...

1. List your 3 biggest competitors ...

1

2

3

2. What do they do well?

1

2

3

What do they do poorly?

1

2

3

3. What would the average person say about each of these competitors?

1

2

3

What is 'unique' about them?

1

2

3

4. What 'guarantees' do they have in place?

1

2

3

How are these guarantees promoted?

1

2

3

5. How 'genuine' are these guarantees?

1

2

3

6. What can't each of your competitors guarantee?

1

2

3

7. What can they do that you *can't*?

1

2

3

Where are they geographically located in comparison to you and your potential market place?

1 _____

2 _____

3 _____

Your Industry ...

1. Describe how your industry has changed in the last 5 years ...
2. Describe the changes you expect to see in the next 12 months in your industry ...
3. Describe the changes you expect to see in the next 5 years in your industry ...

Tell us about any regulations on marketing in your industry that we should know about ...

4. Describe the perceived standards of customer service in your industry...

5. Describe the perceived standards of technology in your industry
...

6. Describe the perceived standards of product quality in your industry

7. Describe the perceived standards in sales & marketing in your industry

8. How does your business compare to these industry standards?

Customer Service...

Technology...

Product Quality...

Sales and Marketing...

What are businesses in your industry required to guarantee?

Your Ideal Scenario ...

1. List 3 things that you can NOT confidently guarantee today, that you would love to be able to guarantee ...

1

2

3

2. What is the ONE thing that, if you could guarantee it, would make you the market leader? (For example, a newsagent owner who guarantees to sell you a winning lottery ticket every time)...
3. In an ideal world, what would you like your customers to see as the main point of difference between you and your competitors ?
4. If there was one phrase your customers and prospects used to describe what you do NOW, it would be ... “OH, you’re the guys who

5. If there was one phrase your customers and prospects used to describe what you do in an IDEAL WORLD it would be ... “OH, you’re the guys who

6. Think of 3 industries as far removed from yours as you can, then from each one, “steal” an idea that could give your business a real point of difference ... (for example KFC - 11 Herbs & Spices) ...

Industry 1 _____

Idea ... _____

Industry 2 _____

Idea ... _____

Industry 3 _____

Idea ... _____



Your Market Place ...

1. Describe who the generic (average) customer is for your industry ...

2. How old is this generic customer ? (circle the approximate age group ...)

under 15

15 - 20

20 - 25

25 - 30

30 - 40

40 - 50

50 - 60

60 plus

3. What percentage of your potential market is (avoid putting 50/50) ...

Male _____% or Female _____% ?

4. What is most important to a “generic” customer in your industry ? Please rank in order (1 being most important, 12 being the least) from the following list ... Please also circle the attribute you consider no. 1 ...

Quality

Price

Reliability

Safety

Guarantee

Other _____

Speed

Customer Service

Back-up Service

Convenience

Image

Other _____

5. Is your current market place growing or diminishing ? Please explain fully ...

6. In money terms, how much is spent in your industry each year in your geographically serviceable market place ...
£ _____

7. Please list 5 ways YOUR business' average customer is different from the generic industry customer you have described ?

1

2

3

4

5

Your Specific Niche ...

1. Describe your current average customer.. .

2. Describe your ideal future customer ...

3. Rank the priorities of your ideal future customer in the same way as you ranked the priorities of your generic industry customer ? Pay particular attention to the differences, if any ...

- Quality
- Price
- Reliability
- Safety
- Guarantee
- Other _____

- Speed
- Customer Service
- Back-up Service
- Convenience
- Image
- Other _____

What are 4 reasons your customers come to you rather than your competitors - this question is especially important, so give it some real thought ?

1

2

3

4

4. In what 4 ways do you perceive that you are genuinely different from your competitors?

1

2

3

4

5. What can you do that no-one else can ?

6. Claude Hopkins, advertising guru, made a beer company the market leader with one ad ... all he did was describe the process the company went through when making the beer. Please describe in “exact” detail how *your* product is made and delivered. Use extra paper if you need to ...

7. What are 5 things about your product or service that you take for granted, that your customers don't know about ?

1

2

3

4

5

Your Customers Thoughts ...

1. What are 3 things your best customers say about you ?

1

2

3

2. What are 3 things your worst customers say about you ?

1

2

3

3. What would an average customer have said about you 12 months ago ?

4. How would their opinion differ now ?

On the following pages you'll see a copy of your **Customer Feedback Form** ... So that we can both get the best possible understanding of your customers' perceptions, copy it and get 8 of your customers to complete it during the next week ... This questionnaire has been designed to be easily and quickly answered by your customers - it also makes them feel they are helping to improve your service.

This information helps us to understand your business from your customers' perspective ... and it will help YOU to accurately measure the feeling of your market place ... Simply run through the questions with 8 of your customers this week ...

NB. Please ensure that you select a cross section of customers, and preferably customers that you don't personally know ...

Once you've completed the Feedback Forms, go on to question 5 ...

5. Having now completed the Customer Feedback exercise, how do you feel, and what have you learnt?

Customer Feedback Form ...

Question 1

What are the 3 major reasons you buy from us and not somebody else ?

Question 2

What is the point of difference that makes you want to deal with us ?

Question 3

If you could improve 2 things about us, what would they be and how would you change them ?

Question 4

What are the 2 things that annoy you the most when dealing with business in our industry ?

Thank You ...

Your Customers Frustrations

...

1. What are 3 problems or frustrations buying your product/service solves ?

1

2

3

2. What are the 3 major benefits of buying your product or service?

1

2

3

3. What frustrations do customers experience when trying to find your product or service?

- 8. What frustrations do customers experience after they've bought your product or service (e.g. - lack of after-sales service)?**
- 9. If you were a customer, why would you dislike buying from you?**
- 10. Describe the sort of customers who dislike buying from you ... and tell us why ?**
- 11. Describe the sort of potential customers who love buying from you ... and tell us why?**

If you could easily overcome any 2 of your customer's frustrations what would they be and how would you overcome them?

1

2

What You CAN Guarantee ...

1. What 6 things that will relieve your customers frustrations that you can guarantee and deliver 100% of the time right now ?

1

2

3

4

5

6

2. What 3 additional things will you be able to fully guarantee within the next 3 months?

1

2

3

Your Best Attempt ...

Your unique difference is that single, unique benefit, appeal or big promise that you hold out to your prospects and customers - a benefit or promise that no competitor can offer ... The trick here is to identify the one unique, attractive selling advantage that you are best suited to provide ... Don't try to be all things to all people ... Do one thing, but do it well ... This builds loyalty and consistency with your team and your customers...

Your unique difference may be based on one of these points, or it may be something totally different :

- You sell a higher quality product or service
- You provide more / better customer service
- You offer a better / longer guarantee
- You offer more choice / selection / options
- You offer a trade-in program
- You serve a specific demographic group
- You offer a better / more generous bonus points system
- You offer better value for money
- You have the best after sales service

Some examples for you based on ...

Broad Selection ...

You'll always find 142 different Widgets in no less than 12 sizes and 10 exciting colours in prices ranging from £6 to £600

You'll enjoy 5 times the selection, 4 times the colour choice, 3 times the number of convenient locations, twice the warranty and half the mark-up of any other dealer

Most service companies work from 9 to 5, you'll be excited to hear we work 24 hours per day to serve you when you need it

Discount Price ...

£15,000 swimming pools cost £9,850 at ABC Pool Co.

We sell the same brands of Widgets as Company X or Company Y - at 25% - 75% less

Service Oriented ...

When you buy a book from us, you have a 90-day 100% money back guarantee, just in case it's not what the critics made it out to be.

When you invest in a computer system with us you get an on-site placement and FREE consultation, and the security of 24 hour a day software and hardware support.

If you're looking for a plumber who is guaranteed to arrive on time and cleans up after himself, then call Joe.

Snob Appeal ...

Only 1,200 Widgets are produced each year, we have one put aside for you.

Mass market gyms have up to 10,000 members, all jostling between 6am and 9pm for time on the Nautilus Machines, all trying to squeeze onto the aerobics floor and all queuing for the squash courts - At Club XYZ we have a strictly limited membership of 525 families.

Based on these examples and on your own thoughts and previous attempts write 5 Unique Selling Propositions that you believe could work for your business ...

1 _____

2 _____

3 _____

4 _____

5 _____

Which of these do you feel represents you best ? Number _____

What You Need to Send Us .. .

- Copies of any of your previous advertising (labelled).
- Copies of any of your current advertising (labelled).
- Copies of any other Marketing Pieces you have used in the past that we haven't seen as yet.

Your New Ideas ...

Answering all those questions has probably got your brain working overtime ... it's probably also stimulated a plethora of exciting new marketing ideas - here's some space to list them ...

Congratulations ...

What's left to say but congratulations ... and thank you!

Thank you for completing this questionnaire. A daunting task, but one that we're sure will make a lot of sense once we move on with your program.

No doubt you've already thought of some new areas of your business that together we can impact, areas that can bring about remarkable results.

Even taking time out to consider things often gives you an entirely new perspective to work from, doesn't it ?

Now, it's our turn ...

Once we receive your questionnaire back from you we'll read through it and analyse it ... and call you if there's anything we'd like a little more explanation on.

So relax for a while, you've earned it.