

# Creating Your Unique Value Proposition





# Introduction

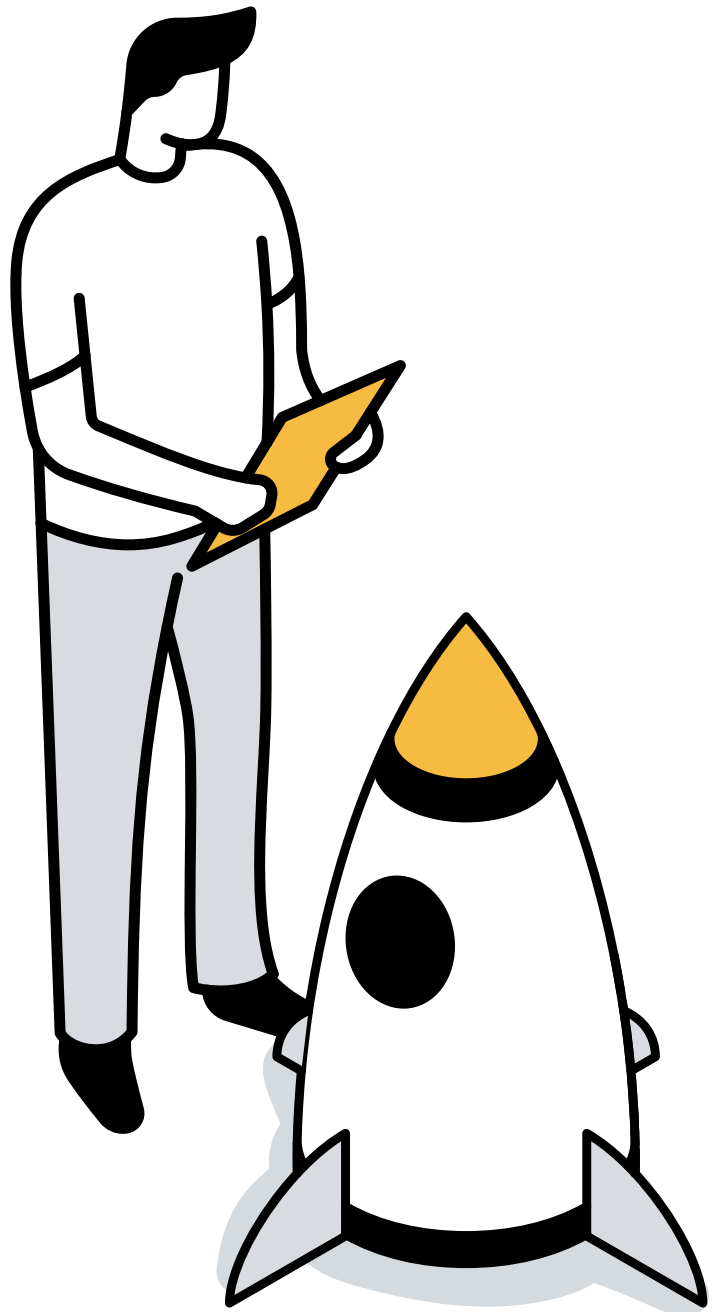
In today's crowded marketplace, it can be difficult to differentiate your business. Even when you've done everything right -- completed all the market research, tested and refined your product, hired a talented crew, and created the best branding around, it's still sometimes tough to stand out.

As a business owner, you know your unique value. Unfortunately, communicating your differences to customers isn't always as simple as it sounds.

So how can you compete? The team of sales and marketing experts at [JumpCrew](#) recommends creating your Unique Value Proposition (UVP).

Your company's Unique Value Proposition is the crux of your competitive advantage. A strong UVP clearly articulates what makes your company different, and why your product is the best solution available for your customer. It is clear, concise, straight-to-the point -- identifying your value, your ideal customer, and the value you provide to that customer.

A good UVP can make or break your conversion factors, and could be the difference between losing -- or closing -- a deal. So, how can you create a UVP that boosts conversion rates and closes sales? The experts at [JumpCrew](#) walk you through the definition and elements of a Unique Value Proposition, how to write a strong UVP, and how to leverage your UVP and grow your business with outsourced sales and marketing.



# Defining Unique Value Proposition

A Unique Value Proposition (UVP), or Unique Selling Proposition (USP) is a clear, concise statement describing the specific solution that your business offers that your competition cannot. It describes what makes you different and important, and delivers a promise to customers of what to expect from your company.

Your UVP is specific -- and vital -- to your business. Without it, your sales teams don't have the language to connect with customers. Your marketing department can't distinguish your brand from the competition. And your customers won't understand why your solution is their best option.

[JumpCrew](#) experts point out that a UVP is not a tagline, a positioning statement, a slogan, or a catchphrase, nor is it a product or service description. While all of this content is important, your UVP addresses the problem you want to solve for your customers, and what makes your product the perfect solution.



## Developing a Unique Value Proposition

When creating your Unique Value Proposition, there are three considerations to keep in mind. Abide by the simple rules set out by our [JumpCrew](#) team to create a concise, brand-specific UVP for your business.

### Use Clear Language

First and foremost, your UVP needs to address your primary customer concern. By presenting just one clear, focused main idea, potential customers will be able to easily understand what you offer, and quickly decide whether or not your product or service is the best solution for them.

### Identify Definite Outcomes

Your UVP also must identify and communicate the discrete, specific outcomes a customer can expect from your product or service. If your product creates efficiencies, show before & after data. If your product helps save money, quantify those savings. Demonstrated, definite outcomes tell, and show, your customers how your solution solves their concerns.

### Explain Points of Difference

Every potential customer is doing two things at once -- assessing how your product or service serves their need and comparing you to your competitors. As such, a strong UVP needs to explain specific points of difference. These points allow customers to easily understand what sets your business apart from -- and above -- the competition.



# Writing a strong Unique Value Proposition

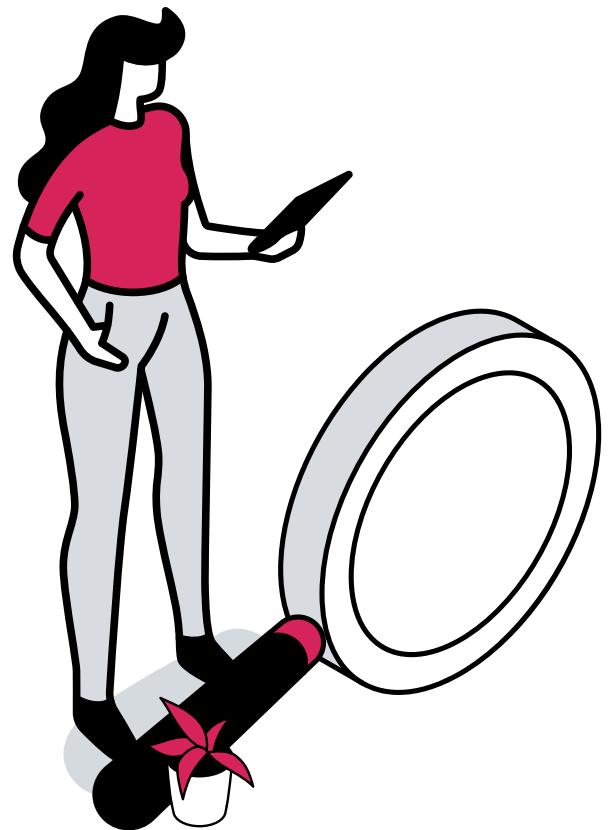
Although simple, writing a great UVP isn't necessarily easy. Our [JumpCrew](#) experts broke down the process of writing a strong UVP. In four steps, you can write a brand-defining, differentiating Unique Value Proposition.

## 1. Identify your target audience and their main problem.

Do some research into who your customers are. Who is buying what you're selling? And more importantly, who isn't? By focusing your message on consumers you know you can reach, you can easily demonstrate your value to a specific, target audience.

Identifying a potential buyer's main pain point requires some digging and some research. Often, your team can be the best starting point. Ask your sales reps, marketing professionals, and customer service specialists what they think is the main problem that your product solves. Those employees who talk directly to your customers have special insight, and often can quickly point you toward your customer's main problem.

Let's use [JumpCrew](#) as an example. [JumpCrew](#) drives revenue for businesses through outsourced sales and marketing. Our ideal partner is a growing company looking to expand its sales and marketing efforts without having to hire, train and integrate new employees. In our example, [JumpCrew](#)'s outsourced sales and marketing partnership is the solution this company needs.



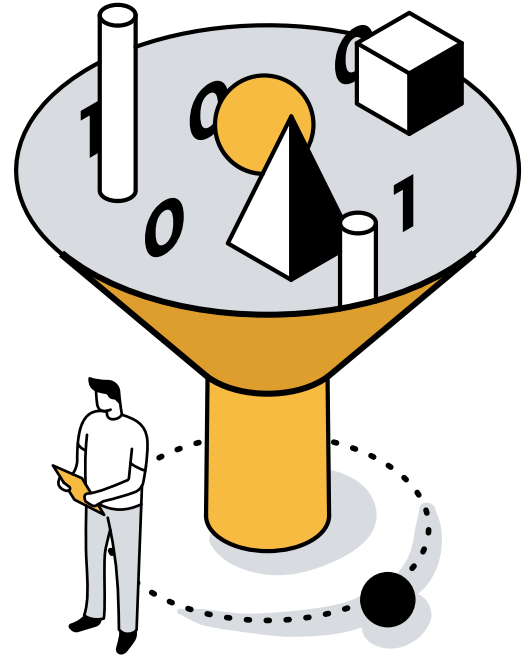


## 2. Define what makes you different and illustrate your benefits.

Regardless of your industry, product, or service, there's going to be competition. Understanding your competitors allows for comparison, helping you define your differences and illustrate your benefits.

This can be as straightforward as writing a couple of simple lists. First, write down all of your direct competition and the products or services they sell. Then, list out every product or service your company sells. Write down the differences between your offerings, and the benefits your solutions provide. Be as objective as possible while you do this -- thinking your company is just "better" than your competitors doesn't count!

In our example, the [JumpCrew](#) team lists each of our sales and marketing services, details each primary benefit, and explains why our customers need it.

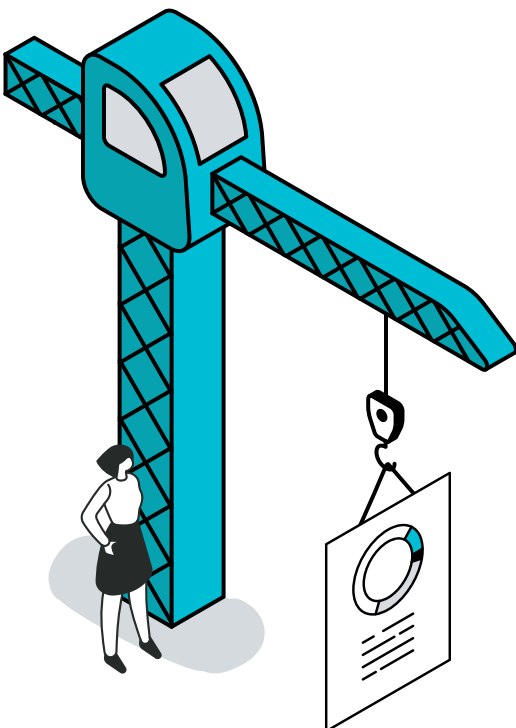


## 3. Describe the pain point your product solves, and detail why yours is the best solution.

In Step 3, add a sentence to describe how your product solves the customer's problem, and explain why your product or service is important.

In this step, go beyond "we save you money" or "we make things easier." Narrow your focus to what specific problem your product or service solves that your competitors cannot. Look for space in your marketplace to stand out, demonstrate your value, and detail why your product or service is the best option.

In [JumpCrew's](#) case, the value provided to our customer is access to a highly knowledgeable, skilled sales and marketing team -- an effort that would take months to execute and include a very high price tag. [JumpCrew](#) offers integrated sales and marketing, unlike many of our competitors, making us the most comprehensive partner.

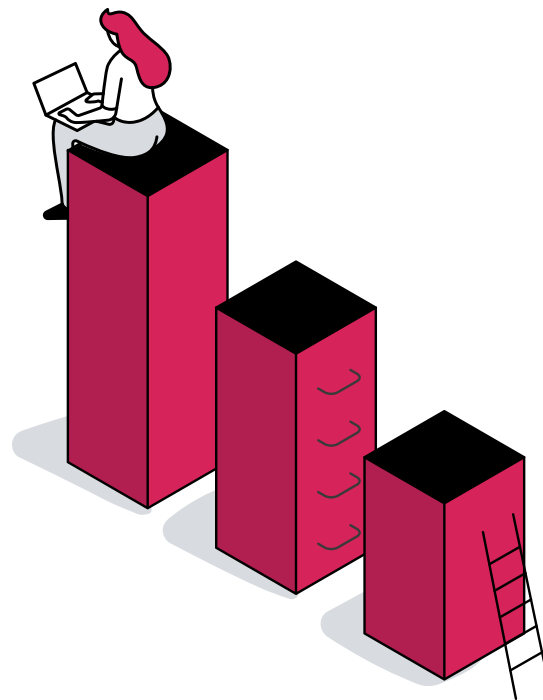




## 4. Connect your solution's value to your company principles.

Your UVP isn't a proclamation of your superiority, it is a thoughtful explanation of who you are, the solution you provide, and how you are different from your competitors. It should also align with your company's founding principles, and illustrate the values by which you run your business. By integrating your ethos into your UVP, you connect to your audience and drive your mission, marketing and sales.

The [JumpCrew](#) UVP unites our product's specific solutions with our company values. JumpCrew offers outsourced, data-driven sales and marketing to accelerate revenue, build awareness and convert sales. The [JumpCrew](#) team believes that to be sustainable and successful, business leaders should focus on their products, services, and solutions, not their sales and marketing.



### How does your Unique Value Proposition drive your mission? Your marketing? Your sales?

Creating a well-crafted UVP offers a trove of benefits, including many for your overall business strategy. A strong UVP can help shape your corporate identity, craft your marketing strategy and drive sales conversions.

#### Corporate Identity:

Distilling down your company purpose allows for much easier decision-making overall, and shapes your values, goals, and processes.

#### Marketing:

A strong UVP's benefit to a marketing strategy is simple -- it provides clear, concise direction and explanation to your potential customers. A good UVP is a great foundation for solid marketing messaging.

#### Sales:

You need your sales team to be able to confidently communicate what your company does to be successful. Your UVP defines your prospects, their problem, and your solution -- giving your sales squad a clear, concise message to communicate to customers.

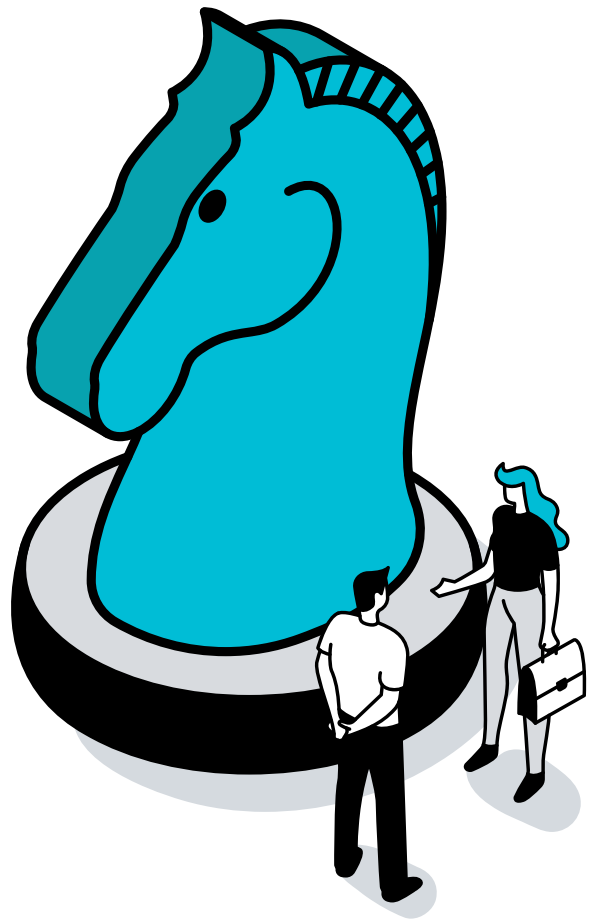




# Leveraging your UVP with Outsourced Sales & Marketing

Working with an outsourced sales and marketing partner is often the fastest way to grow a business and drive results. By leveraging an already existing UVP, a partner like JumpCrew can boost current business and build new revenue streams effectively and efficiently. And, by positioning your sales and marketing strategies in alignment with your UVP, you can be confident that your teams are working toward the same goals.

Many agencies promise to generate leads, boost sales, and close deals but don't explain their methods. [JumpCrew](#) recommends finding a partner that can align your sales and marketing efforts with your UVP to grow your business across channels.





# Conclusion



By using **JumpCrew's expert tips** to define your company's UVP, you can position your business as the best solution to your customer's needs.

A **strong Unique Value Proposition** is crucial for your company's success -- it connects you to customers, sets you apart from your competitors, and builds the foundation for **growing your business**.





# About Jumpcrew

JumpCrew is an outsourced sales and marketing partner. Headquartered in Nashville, Tennessee, we partner with our clients to accelerate their revenue by building awareness, driving leads, and converting sales.



We believe that cutting through the noise requires a top-to-bottom, full-funnel sales, and marketing approach and a willingness to challenge ourselves. And it shows. Since its inception in 2016, JumpCrew has grown from two employees to 400, earning many workplace accolades and driving \$250 million in new revenue for some of the biggest brands around.

Interested in finding out more about our outsourced sales and marketing services?  
Grow your business today with [JumpCrew](#).