

# **THE POWER OF WHY**

## **Breaking Out in a Competitive Marketplace**

### **C. RICHARD WEYLMAN**

**C. RICHARD WEYLMAN** is chairman and managing director of his own consulting firm, Weylman Consulting Group. He is a media commentator, keynote speaker and the author of several books including *Opening Closed Doors*, *Marketing Strategies That Really Work* and *Accelerate Your Growth in the Affluent Market*. Mr. Weylman is also the founder of an online university and a member of the United States Luxury Board. He is a graduate of Monroe Community College.

The Web site for this book is at [www.PowerOfWhy.net](http://www.PowerOfWhy.net).

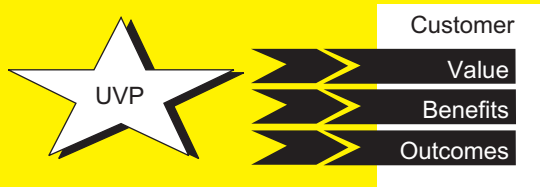
ISBN 978-1-77544-776-4

**MAIN IDEA**

The conventional approach to selling was to develop a Unique Selling Proposition (USP) which details why people should do business with you. The idea of a USP was you spread it far and wide in order to attract customers who need what you offer.



Having a USP is great but it's company-facing rather than customer-facing. A better idea is to develop a Unique Value Promise (UVP) which articulates the value, the personal benefits and the clear outcomes customers will accomplish by doing business with you.

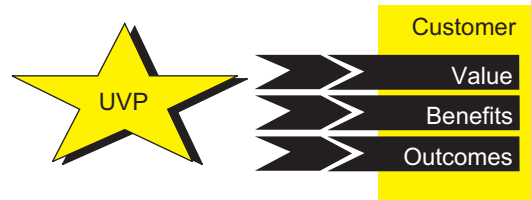


If you can figure out why your best customers are doing business with you at present and then optimize the delivery of those benefits, you will make the transition from merely being "different" to becoming totally "unique." The UVP is completely and unashamedly customer-centric because it looks at the value created solely from the customer's perspective, not yours.

The UVP answers the one question every potential customer asks whenever they first come into contact with you: "What's in it for me?" Answer that with your UVP and you're well on your way.

**1. Why a UVP is required to be truly standout in today's marketplace . . . . . Page 2**

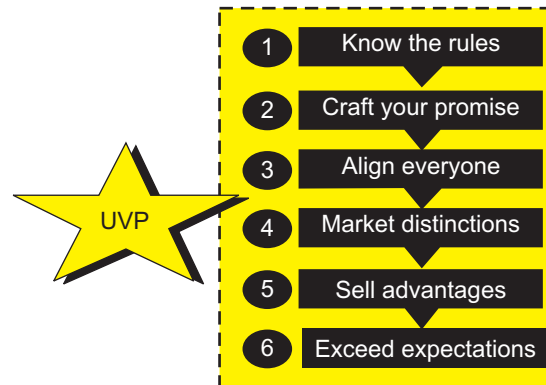
The number one question potential customers ask today is: "Why should I do business with you?" You answer that question with your Unique Value Promise or UVP. There's no point talking about your products, your service or even your expertise – that's irrelevant. Instead, talk about the value you will deliver the customer and the benefits and outcomes they will achieve. Express this solely from the customer's perspective and promise what customers truly crave and you will stand out – no doubt about it.



**2. The six steps to breaking out in a competitive marketplace . . . . . Pages 3 - 8**

To develop a robust and useful Unique Value Promise, follow these six steps:

1. *Know the rules* – Talk to your best customers and clarify the value you deliver.
2. *Craft your promise* – Assemble your research into a UVP and polish it up.
3. *Align everyone with your UVP* – Explain it's a pledge to the customer you must keep.
4. *Market your UVP* – Promote your UVP to current, lapsed and potential new customers.
5. *Sell the advantages* – Couch your UVP in terms of what the customer wants.
6. *Exceed their expectations* – Don't settle for satisfied customers, create advocates.



# Summaries.Com

The Ultimate Business Library



We condense **300+ page** business books into **8-page** summaries.

By reading summaries, you'll get the **key ideas** in **30 mins**, so you can spend more time turning your ideas into **dollars**.

## Knowledge is Power — Invest in Your Future

For just **\$2 per week**, you will...

- Learn from the mistakes and success of the smartest people in business;
- Get fresh ideas, strategies & motivation that could be worth millions to you;
- Follow emerging trends, so you can catch the wave before your competitors do;
- Catch up on the classics you always wanted to read.

## 1,000 Top Business Book Summaries

Our catalog includes summaries on a range of topics for aspiring entrepreneurs, managers, and consultants.

BUSINESS PLANS

MANAGEMENT

PRESENTATIONS

SALES

LEADERSHIP

MOTIVATION

STRATEGY

AND MORE

