

CREATE YOUR UNIQUE SELLING PROPOSITION IN 3 EASY STEPS

A printable workbook for dealers

If you consider your local competition to be a major blocker when it comes to car sales at your dealership, you're not alone. So how can you rise above the dealer-next-door and bring more customers into your showroom?

Our experts recommend identifying clear "why buy" messaging, or a "unique selling proposition," as an essential place to start. Your USP goes beyond having great vehicles and friendly staff - it's what sets your dealership apart from the competition in a sea of blasé branding.

We developed this workbook to help dealers create effective USP messaging that will keep them top-of-mind within their communities and encourage repeat business.

It's time to discover what makes your dealership unique! Start by jotting down your mission, vision, and/or future goals on the lines below.

Step 1: Identify Your Customer's Needs, Wants, and Problems

"Economy, price, and features?" Snooze! Get to the heart of what your customers want from a **car-buying experience**. In the column on the left, make a list of your customers' preferred experiences. It could include drive-up services, no wait times, on-the-spot financing, or even a convenient service-centre shuttle.

Step 2: List What You're Good At

In the column on the right, make a list of the things you're good at. There are bound to be certain things that you care about, and that your team works hard to chip away at each day. Often, those are the items that **set one business apart from another**.

Customer's Preferred Experience

What We're Good At!

Step 3: Connect the Dots

With your two columns on a page, draw a line to connect the problems on the left with the solutions on the right. Doing so will help you easily see how something you're doing well maps to solving or addressing the preferred experience of the customer.

Those items are a great jumping-off point for your USP. **Magic happens when you can marry what the customers want with things that you're already doing well.** You'll be able to authentically deliver on any promises you make to your customers both in-store and online.

Putting It All Together

After completing the exercise above, use the following formula to create clear and concise USP messaging. These statements can be used on your website, online ads, marketing materials, and so much more. The possibilities are endless!

For _____
insert customer segment

Who? _____
insert experience they want to have or want to avoid

Here is what some of those statements might look like:

- For **Car Shoppers** Who **Are Tired Of Long Waits**
- For **Car Shoppers** Who **Don't Want To Negotiate**
- For **Car Shoppers** Who **Want To Buy Online**

You can streamline the statement further by eliminating the words 'for' and 'who':

- Car Repairs When You're In a Rush**
- Save Space In Your Garage By Storing Your Tires in Ours**
- We've Taken the Painless Pledge**

1. _____
2. _____
3. _____
4. _____
5. _____



Closing Thoughts On Your Unique Selling Proposition

1. A great way to start is to simply have fun with it. Add a few silly statements to each column and see what you come up with. There might just be gold hidden in your humour - or maybe humour is a part of your USP!
2. If you are struggling to complete the exercise, don't be afraid to ask your customers for help. "Hey, can you tell me what you loved about your experience here today? Can you tell me what could have made it better for you?"
3. Getting an outsider's perspective can be incredibly helpful. Don't hesitate to contact the team here at Flex - we'll walk you through your USP creation, and so much more, to help your dealership rise head and shoulders above the competition.

Did you enjoy this exercise?

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