

# *Creating a Message That Sells*



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The growth of your company is tied directly to the message you are communicating.

# What are you SAYING?

# Differentiation



To differentiate your company, communicate your...

**Unique Selling Proposition**  
or **USP.**



# Unique Selling Proposition



- It is what makes you **different** from the rest
- It is the special **value** you offer
- It **resonates** with your target audience
- You can offer it **consistently**



# The White Rice Syndrome



If you don't do this – you're plain old White Rice



# The Message



How do you create the message?

**Market Research!**

# Research



Begin at home!

**Survey the Owners & staff**

**Handout: *Sample Questions For  
Owners & Staff – page 2***

# Research



Talk with your Customers!

**Survey Past & Current Customers**

**Handout: *Sample Questions For  
Customers – page 3***

# Research



## Analyze Your Competition!

- Website – Look For Positioning Words & Ways They Differentiate
- Review Advertisements
- Call The Companies
- Call Their Customers

# Analysis



Pull it all together:

- Show what makes you **different**
- **Show your** special **value**
- Must **resonate** with your audience
- Must offer it **consistently**

# USP Example



## South Coast Medical – Training for Medical Professionals

- A. *“The Leader in Medical Training ”*
- B. *“Quality Training - Affordable Prices”*
- C. *“Expert Instruction - Hands-On  
Training”*

*Handout-Page 4*

# USP Example



## South Coast Medical – Training for Medical Professionals

### C. *“Expert Instruction - Hands-On Training”*

**Research showed** - Customers wanted plenty of hands-on training with an expert in the field.



## Toothpaste in 1955



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# Toothpaste in 1958



Company

Market Sector

Market Share

Colgate

Cosmetic

34.5%



P&G

Cosmetic

20.5%



Unilever

Cosmetic

11.2%



P&G

Therapeutic

8.8%



Unilever

Cosmetic

3.4%

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Slide 14

# Toothpaste



By 1962 – Crest ended Colgate’s 19 year reign as the leader. Crest share was over **30%**.

In 1964 – The ADA seal was approved for the Crest package.

By 1969 – Crest share - nearly **40%**.



# Begin The Process



## Handout: *Your Unique Selling Proposition* – page 6

- **3 things your company does well!**
- **3 reasons why customers buy from you!**
- **3 areas for improvement!**

**This is a start! Do the research!**



Thank you.  
Lawrence Kirsch