

Discover What Makes Your Business Unique?

I have found that most business owners, executives, and self-employed professionals can not articulate their unique advantages of their business. Some consultants refer to the unique advantages as unique selling proposition. As a business owner, manager, or self-employed professional, I urge you to think about what differentiates your business from your competition. It is critical to the survival of your business to know your unique value of your company.

If you cannot communicate what differentiates your business from your competitors, what is going to get your clients to continue to do business with you rather than a competitor? I urge you take time away from the day-to-day operations of your business to reflect on what separates you from your competitors. If you cannot communicate the advantages, neither can your customers.

Far too often, I hear it is, “me and our people that make the difference.” That is only the beginning. You need to go further in developing what is unique about you, your business, your product offerings, and your customer service delivery. Ask yourself, why do my customers keep utilizing my services and what keeps them coming back to do business with me.

Here is an original idea which may help you realize what makes you unique; you can ask your clients why they continue to utilize your services! You may be surprised by their answers. Whether you are surprised or not, it is important that you regularly educate your clients and potential customers about what separates your business from all the others- why your business is the place to come to in order to get the job done! How? By first, determining what your unique selling proposition is, and then by developing a marketing and promotion plan that will communicate your uniqueness. Through effective marketing your customers, prospects, and referral sources learn the unique and superior advantages, benefits, value, and results you can provide.

Your goal is that your clients are able to articulate and completely understand why they do business with you or your company. They have to trust you; otherwise they will not do business with you. This means that you have to build a relationship with people long before they become your customer. If you do not have trust, you do not have a client.

In the college classroom, I equate building a client relationship to that of a spousal or significant other relationship. You have to have trust, a long term perspective, a win-win mentality, and respect for both your spouse and your client. People will not do business with you if they do not trust that you will do what is in their best interest.

If we know our unique selling proposition, know our clients needs, have developed a long-term relationship with our clients based on trust, we will hold onto their business and be able to easily develop new business. Then we just need to make sure they we continue to nurture the relationship. That means we treat our clients the way we want to be treated.

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