

STAND FOR SOMETHING OR YOU STAND FOR NOTHING

DEFINE YOUR CLEANING COMPANY'S UNIQUE SALES PROPOSITION [A WORKSHEET]

Too many cleaning companies fall into the trap of being like every other competitor. And if you don't want to compete on price, you need to stand for something in order to capture your customer's attention. And that starts with defining your **Unique Sales Proposition or Value Statement**.

Answering some thoughtful questions about your business will get you there. Here's a list to spark some ideas



- + Who is my ideal customer or target audience(s)?
- + What problem(s) do I solve for my customers right now?
- + What problem(s) do I want to solve for my customers in the future?
- + What sets me apart from my top three competitors?
- + What are my strengths?
- + What are my weaknesses?
- + How would you like your customers to describe you and your services?
- + How do you want your company to stand out in the marketplace?



CLEAN MARKETING CLUB
CHRISTINA@EASYSUCCESSMARKETING.COM
EASYSUCCESSMARKETING.COM