**POSTTEST KEY**

**Part I—60 points**

**OBJECTIVE A**

 1. **a Separates your business from competitors.** A unique selling proposition is an attribute of your product or brand that separates your business from competitors. It can come in many forms and combinations, including the product, the offer, the guarantee, the price, or the placement. A USP should be unique to your business, something that can’t be found anywhere else, and should show customers why they should buy from you instead of the competition. (3 points)

 2. **c One of a kind.** The benefit that a USP communicates to a customer is one of a kind. It should also be specific. It may be tangible or intangible. It may have to do with money, but it could also relate to the product itself, the offer, the guarantee, or even the placement. (3 points)

 3. **d Product features.** A USP that refers to a product’s ingredients is related to the product’s features. USPs may also be related to pricing strategy, offers, and guarantees, but this
example does not illustrate those types of propositions. (3 points)

 4. **b Providing a common goal.** A USP can improve the performance of a work team by providing a common goal—delivering on the promise the company has made. A USP can help a company build a lasting reputation and can cut through advertising clutter, but these benefits do not necessarily improve the performance of the work team. A USP doesn’t create a unique product; it only communicates its benefits to customers. (3 points)

 5. **b Marketing.** USPs are particularly important in a company’s marketing function since they are the messages companies are trying to communicate to their customers. USPs are important to an entire company, but not more so in the purchasing, human resources, or
finance functions. (3 points)

 6. **c Positioning.** Many companies use a USP as part of their overall positioning strategies. Positioning is a product mix strategy in which a business creates a certain image or impression of a product in the minds of consumers. Diversification is a growth strategy. Market dominance and market segmentation are marketing strategies that may or may not be related to USP. (3 points)

 7. **d Customers tend to remember just one thing from an advertisement.** Marketers often condense USPs into short slogans because customers tend to remember just one thing from an advertisement. A short phrase helps cement the idea of the USP in customers’ minds. It is important for all work team members to know the company’s USP, although they might not be required to memorize it. Although a USP is helpful with product differentiation, it is not the only means for achieving it. A USP does not necessarily need to be short, but its main message should be able to be captured succinctly. (3 points)

**POSTTEST KEY** (cont’d)

**OBJECTIVE B**

 8. **a Easy to communicate.** A successful USP is easy to communicate. If you cannot communicate your USP to your target market quickly and easily, it simply won’t work. The USP should also be meaningful to the customer, not necessarily the company. It should be specific and sustainable over a long period of time. (3 points)

 9. **a Meaningful to the customer.** A USP that is specific to its target market’s needs is meaningful to the customer. Most college students are looking for affordable, value-priced products. This USP is not necessarily difficult to communicate. USPs should be desirable and urgent as well as fulfillable, but this USP does not necessarily illustrate those characteristics. (3 points)

10. **c Specific.** “Our product works great!” is an example of a USP that is not specific enough. Vague unique selling propositions cannot work. You must communicate the specific benefit customers will receive from giving you their business. This USP may be considered
urgent, fulfillable, and desirable, but it needs to be more specific to work successfully. (3 points)

11. **d Lose credibility.** If your company cannot fulfill its USP, it will lose credibility and lose business. It may or may not spend more money or go bankrupt. (3 points)

12. **b Become confused.** If you change your company’s USP, customers are likely to become confused. That’s why it’s important to choose a USP that is sustainable over a long period of time. Customers will not be likely to purchase more products if you change your company’s USP. They may not become angry, but they may patronize your competitors instead. (3 points)

13. **b You already have one without realizing it.** Before building your company’s USP, ask yourself if you already have one without realizing it. If so, and it works, there’s no reason to change it; actually, changing it could confuse your customers and hurt your business. However, if the USP is *not* working, it’s time to get started on a new one. Every business needs a good USP to be successful, whether or not it spends a lot of money on advertising. A good USP is one of a kind, not copied from another company. (3 points)

14. **a A great product.** A successful USP starts with a great product. Your product should fill an existing need for your customers. You cannot create a need where there is none. A USP
also needs reliable research to back it up, but the product comes first. A USP helps create loyal customers, rather than needing customers to begin with. A USP should be integrated into all aspects of a business, including business cards, but it does not start with business cards. (3 points)

**POSTTEST KEY** (cont’d)

15. **d Needs and wants.** You should base your USP on reliable research into your target market’s needs and wants. Demographics such as religion, work experience, race, education, age, and gender all determine what those needs and wants are—but you just need to know the needs and wants to work on your USP. (3 points)

16. **c Brainstorming with your staff**. Brainstorming with your staff can be an effective way to conduct research on your company’s target market. Members of your staff are customers as well! They might provide insight into wants, needs, values, etc. Talking to young people may be an effective way to conduct target-market research—but your target market may not be young people! Advertising in the newspaper and hiring an accounting firm will not help you learn more about your target market. (3 points)

17. **c How your company is unique.** Ranking your company in relationship to competitors helps you determine how your company is unique. This will lead you to your unique selling proposition. You want your USP to be one of a kind—you don’t want to copy competitors. Ranking your company will not help you foresee industry trends. It may help you figure out your company’s weaknesses, but it will not necessarily tell you how to fix them. (3 points)

18. **b Offer and guarantee.** This USP is related to the offer (a better golf swing in 14 days) and the guarantee (like it, or get your money back). USPs can also be related to the product
itself, the pricing strategy, or placement; however, this particular example refers to offer and guarantee. (3 points)

19. **a Integrating it into every aspect of your business.** A USP doesn’t do your company much good if you get it down on paper and then forget about it. You must integrate it into every aspect of your business. This includes, but is not limited to, advertising, sales copy, business cards, brochures, flyers, signs, sales pitches and scripts, letterhead and letters, postcards, website, and Internet marketing. Flyers, signs, and brochures are not related to the steps of starting with a great product, conducting reliable research, or ranking your company in relationship with competitors. (3 points)

20. **d Repeat it as much as possible.** As soon as they can, your competitors will attempt to neutralize your USP, either by minimizing it or copying it. The more you can take “ownership” of your USP, the better. Use your unique selling proposition in every situation you possibly can, as *loud* as you possibly can, as long as you possibly can. You don’t want to print it in a foreign language, make it difficult to understand, or hide it from the public, or your customers will never hear it. (3 points)

**POSTTEST KEY** (cont’d)

**Part II—40 points**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **USP Rating Scale** | **Excellent** | **Good** | **Fair** | **Poor** |
| 1. Identified good or service | 4 | 3 | 2 | 1–0 |
| 2. Determined appropriate target market | 4 | 3 | 2 | 1–0 |
| 3. Determined target market’s needs | 4 | 3 | 2 | 1–0 |
| 4. Created easily communicated USP | 4 | 3 | 2 | 1–0 |
| 5. Created USP meaningful to the target market | 4 | 3 | 2 | 1–0 |
| 6. Created specific USP | 4 | 3 | 2 | 1–0 |
| 7. Created USP that encouraged target market to take action | 4 | 3 | 2 | 1–0 |
| 8. Created USP that could be fulfilled | 4 | 3 | 2 | 1–0 |
| 9. Created USP that should last the life of the product or brand | 4 | 3 | 2 | 1–0 |
| 10. Determined a variety of ways to communicate USP | 4 | 3 | 2 | 1–0 |

**Suggested** Criteria Levels: Part I—48 points
 Part II—32 points