**LEARNING GUIDE**

**Part I**

**Directions:** Answer each of the following questions. Use a separate sheet of paper to record your   
responses.

**OBJECTIVE A**

1. Describe unique selling propositions.

2. What benefits does a USP offer a business?

3. Describe the relationship between USP and the marketing function.

**OBJECTIVE B**

4. Describe the six general guidelines that all USPs should follow.

5. When creating a USP, why is it important to first start with a great product?

6. Explain three ways a business can obtain reliable research on the needs, wants, and buying motivations of its target market.

7. List at least five forms in which a USP can appear.

8. Describe the six steps in identifying and building a USP.

**Part II**

**Directions:** You’re starting a new company. Choose a product or service you’re interested in.   
Identify your unique selling proposition and provide the requested information.

**Company:**

**Product:**

**Target market:**

**Need fulfilled:**

**USP:**

**Ways USP to be communicated:**