

LESSON 2



Your Unique Positioning

*All acts performed in the world
begin in the imagination.*

- Barbara Grizzuti Harrison

The Foundation of a Destination Business: Your Unique Positioning

***Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com***

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Key Objectives of this Video

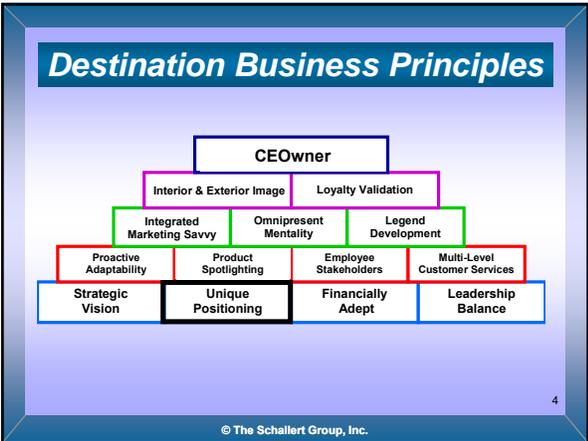
- 1. Defining Unique Positioning***
- 2. Why you need it today***
- 3. How to create your 1st sentence (with tips!)***
- 4. How it's different from a tagline***

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Key Objectives of this Video

- 5. Specific examples of businesses that developed effective Unique Positioning Statements***
- 6. The 4 groups where you'll use this statement and why it's critical to all four***

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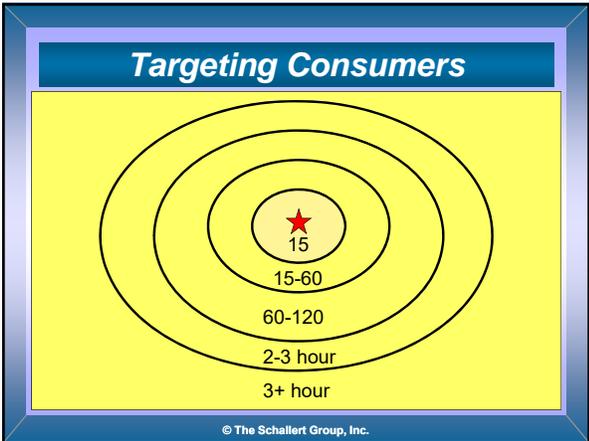


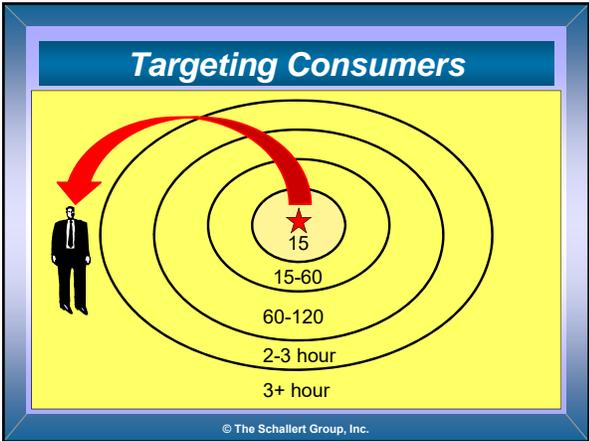
Unique Positioning Statement

Explain how your business is different from every other business in your industry

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Your Unique Positioning

- *2-4 paragraph statement explaining how your business is unique*
- *Attention-grabbing first sentence*
- *Your 1st sentence is NOT:*

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Your Unique Positioning

- *NOT a Unique Selling Proposition: Has nothing to do with selling*
- *NOT an elevator pitch: There's no pitch involved*
- *NOT a marketing tagline*

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This is a Tagline!



LOWE'S
Let's Build Something Together™
A tagline is NOT your U.P. 1st Sentence

Your Unique Positioning

- *It IS a clear, truthful statement of how your business is totally different from your competitors*
- *Every competitor, not just those in your marketplace*

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Writing Your U.P. Statement

- Describe all the ways your business is superior to your competitors?
- Be specific!
- Avoid using generalities!
- Consumers ignore them!

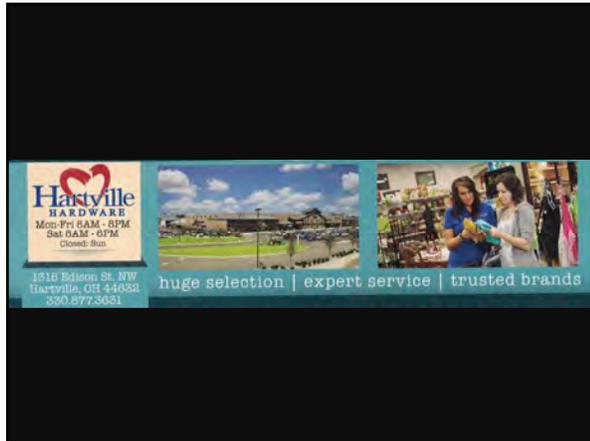
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Writing Your U.P. Statement

- High quality
- Great service
- Super selection
- Affordable
- Convenient
- Customer friendly

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U.P. First Sentence!

- *First, Largest, Oldest,*
- *Most, Newest, The source for..., the home of...*
- *Look to find singular unique points OR combine multiple points to create your U.P*

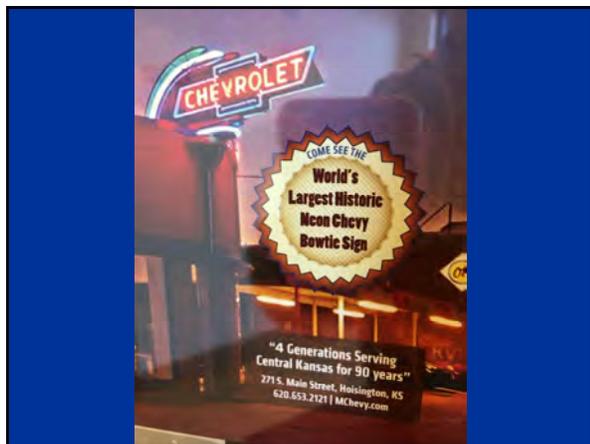
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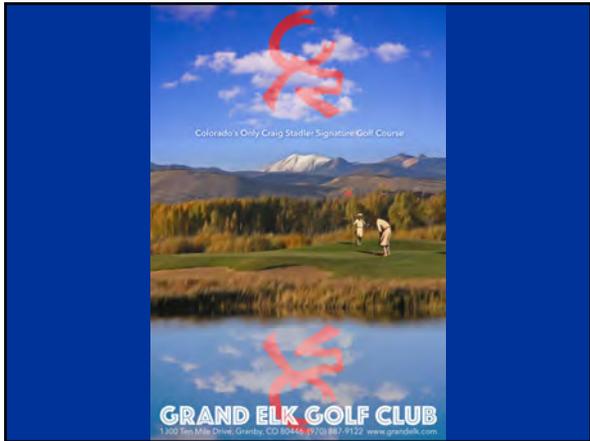


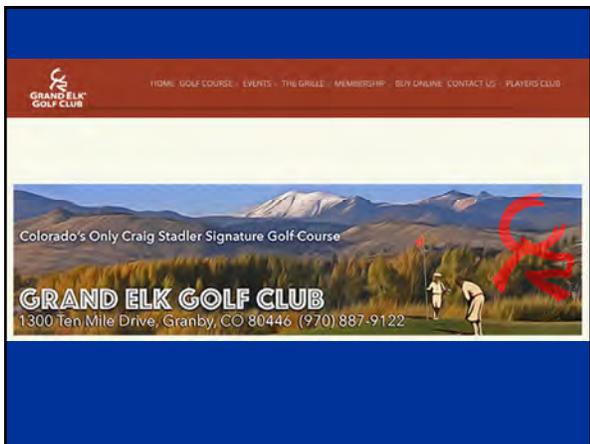












Who Will Use Your U.P.?

- *For you*
- *For consumers*
- *For your manager and employees*
- *Media: Newspaper, TV, radio, magazine, internet...*

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**DESTINATION
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PARTICIPANT EXERCISE: LESSON 2 - PART 1

Jon Schallert: *The Foundation of a Destination Business: Your Unique Positioning*

Training Time: 16:35

To complete the following questions, first read the tip sheet “9 Steps to Develop a Unique Positioning Statement”.

1. In Jon's video, he says it is important to explain to consumers how your business is different from every other business in your industry. What are three (3) of your business differences that are unlike any other competitor?

2. Jon says that the first sentence of a Unique Positioning Statement is NOT a tagline. Does your business currently use a tagline? If so, what is it?

PARTICIPANT EXERCISE: LESSON 2 PART 1

Jon Schallert: *The Foundation of a Destination Business – Your Unique Positioning*

3. Do you think if a consumer heard only your business name and your tagline would they want to visit and purchase from your business? Why or why not?

4. Complete the following phrases with an answer that completes each Unique Positioning first sentence.

a. My business is the home of _____

b. My business is the only _____

c. My business is the first _____

d. My business is the source for _____

5. Put the name of your business in the line below and while using the word “only”, finish the sentence to create a Unique Positioning first sentence.

(Your business name here) _____ is the only

**Your Unique Positioning Statement:
Mastering the Critical First Sentence**

**Jon Schallert, President
The Schallert Group, Inc.
www.DestinationUniversity.com**

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Key Objectives of this Video

- 1. Taglines vs. UP Statements**
- 2. Five key areas where you'll find your uniqueness**
- 3. Three specific company examples of it being used**
- 4. How UP's help get publicity**

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Destination Business Principles

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graph TD; CEOwner[CEOwner] --- IES[Interior & Exterior Image]; CEOwner --- LV[Loyalty Validation]; IES --- IMS[Integrated Marketing Savvy]; IES --- OM[Omnipresent Mentality]; IES --- LD[Legend Development]; LV --- IMS; LV --- OM; LV --- LD; IMS --- PA[Proactive Adaptability]; IMS --- PS[Product Spotlighting]; IMS --- ES[Employee Stakeholders]; IMS --- MLC[Multi-Level Customer Services]; PS --- SV[Strategic Vision]; PS --- UP[Unique Positioning]; ES --- FA[Financially Adept]; MLC --- LB[Leadership Balance];
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Unique Positioning Statement
Explain how your business is different from every other business in your industry

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Unique Positioning vs. Tagline
• **Unique Positioning 1st sentence:**
• *Most powerful, most read sentence*
• *How your business is different from every other business (1-of-a-kind)*

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Unique Positioning vs. Tagline
• *The 1st sentence should be factual and not promotional (NO HYPE!)*

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Unique Positioning vs. Tagline

- **Taglines**
 - *A clever phrase that jogs the memory*
 - *Most often, sounds like marketing!*

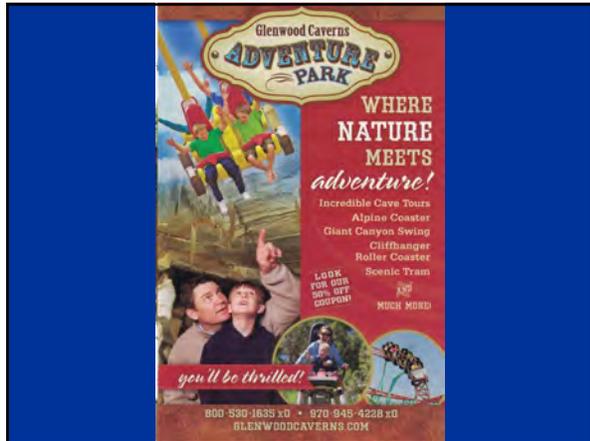
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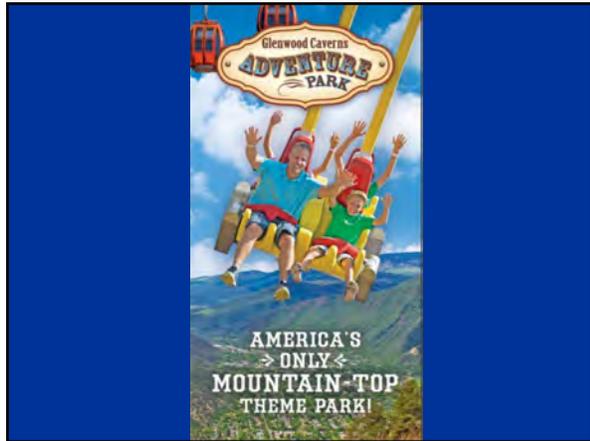
The Big 5 Differences

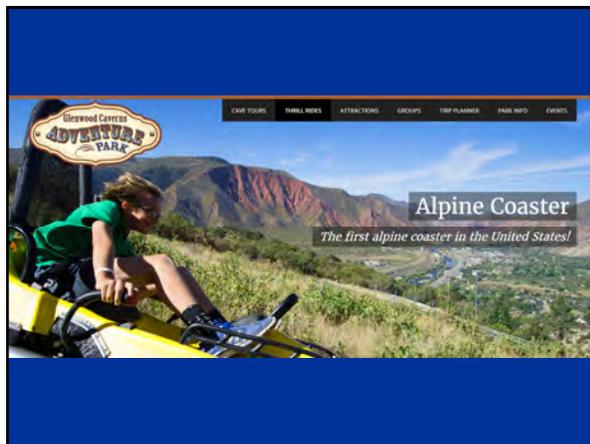
- *Product differences?*
- *Service differences?*
- *Differences as an owner?*
- *Longevity and historic differences?*
- *Location differences?*

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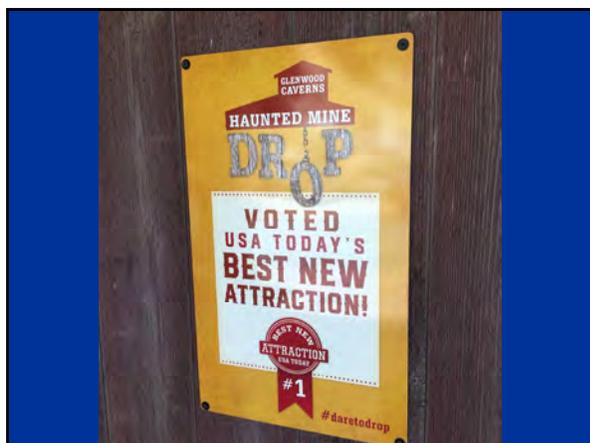


















Key Takeaways: Lesson 2 – Unique Positioning

1. You must make it absolutely clear to every prospect you're targeting what makes your business Unique and 1-of-a-kind.
2. Your Unique Positioning Statement's first sentence must highlight your most compelling point of Uniqueness.
3. Your competitors will rarely use Unique Positioning Statements. Most will use taglines which jog the memory of a prospect. This will give you a huge advantage.
4. Avoid using taglines in your marketing. Taglines work best if you only want to be known in a smaller marketplace, or you have a huge marketing budget, like a national chain.

What's Your Most Important Takeaway from this Lesson?

The 9 Steps to Developing a Great Unique Positioning Statement

Without a doubt, the most challenging part of becoming a Destination is when owners are asked to develop their Unique Positioning Statement.

It seems like it should be an easy task: Write out a 2-4 paragraph statement about your business that explains how your business is different from every other business in your industry, and make sure that the first sentence is so interesting, that the listener is intrigued by it.

But it's not easy!

To help you in your efforts, here are more specific details and some simple tips on how to develop your Unique Positioning Statement, and make this process a little easier.

Ideally a Unique Positioning Statement has these qualities:

1. It contains a compelling, emotional first sentence that when someone hears it, they understand how your business is different from every other business in your industry.
2. That first sentence should cause the person who hears it or reads it to think: "Tell me more" or "I want to see that place", without any further details.
3. The first sentence should have a location indicator, meaning it should explain the limit of your uniqueness in terms of geography. I recommend taking the greatest possible distance from your business that is true and accurate, rather than claiming your business is the only one in your city or town.
4. The first sentence should NOT be a tagline, which is "a descriptive slogan that briefly, memorably and descriptively sums up a company or product". The first sentence of a Unique Positioning Statement should be impressive, without sounding witty and amusing.

5. The first sentence should NOT sound like a marketing phrase that might appear on an advertisement. In fact, the first sentence should sound like a statement of fact.
6. The first sentence should be spoken as if someone just walked up to you and asked: “What business do you own?” And your answer would begin with your business name: “The Coal Creek Coffee Company in Laramie Wyoming is an independent coffee shop and the home of Edgy Coffee.”
7. The conclusion of paragraph 1, followed by paragraphs 2 through 4, are additional descriptive paragraphs going into greater detail on how your business is unique and how it delivers a unique experience to your customers. I have found that paragraphs 2-4 will solidify whether a consumer comes to your business, but without a powerful first sentence, many consumers will never get to those later paragraphs.
8. Every paragraph after the first sentence should have your business differences in descending uniqueness, meaning that after sentence 1, you must then state the next most impressive difference about your business, until 2 to 4 paragraphs complete the full description of your business.
9. Each sentence in your Unique Positioning Statement should avoid using generalities to describe your business differences. Use concrete and measurable terms, rather than generalities. Generalities like “great service, super selection, affordable products, convenient access, friendly staff” will elicit a feeling in consumers that they’ve “Heard this before”. Be specific and detail how your business is best in those categories.

PARTICIPANT EXERCISE: LESSON 2 - PART 2

Jon Schallert: *Your Unique Positioning – Mastering the Critical First Sentence*

Training Time: 24:54

To complete the following questions, first read the tip sheet “9 Steps to Develop a Unique Positioning Statement”.

1. This product(s) in my business is different from every competitor:

2. This service(s) that my business provides is different from every competitor:

3. As a business owner, my experience and background are totally different from all my competitors in this way:

PARTICIPANT EXERCISE: LESSON 2 PART 2

Jon Schallert: *Your Unique Positioning – Mastering the Critical First Sentence*

4. Our business has these historic and age differences that are totally different from our competitors:

5. Our location and our physical building are totally different from every competitor in this way:
