

Discover your Sales Points



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Do you know your company's sales points?

What makes your business stand out from the competition?

Identifying your company's Sales Points is an essential first step to creating an effective marketing strategy. How can you identify your Sales Points – the factors that really make you *stand out* from the crowd?

Doing so is not difficult provided you clearly analyze your strengths, says **Jonathon Walsh**, director of Tokyo-based editorial and advertising service company *Business Grow*. Use the following investigative process to pinpoint key factors about your business to base your new or existing marketing strategy on.

- Identify your Sales Points

This is a key first step in the process of marketing your business and attracting publicity. To differentiate your business from the multitude of others, you need to identify and promote your **Sales Points**. Sales Points are facts and factors that make your business stand out – they are your 'edge' and are very often the reason a customer will place an order with you. Sales Points also highlight areas that you should consider emphasizing in your marketing and focusing on to a greater extent. Perhaps you will have already highlighted your Sales Points in your business plan, but if not, here are some key questions that will help you identify them.

- 1/ What key points do you believe separates your business from your competition?
Consider attention-grabbing topics that come to mind about your business, ie: recent product launches, awards you have won, announcements, cutting-edge technology, areas where sales are dramatically increasing, methods you have used to overcome large or overwhelming odds, hot new strategies, etc.
- 2/ Are you doing well in a niche market? If so, why do you believe you are succeeding?
- 3/ Are you engaged in any business activities that none of your competitors are? If so, list them.
- 4/ What products or services are you selling most of, and why?
- 5/ In which areas are you seeing the greatest growth?
- 6/ Have any of your products or services been copied by other companies? If so, list reasons.

- The Final Analysis

Once you have listed some answers to the above questions, you will need to sort them into order.

Consider:

- **Think long-term** – Based on the direction you want to take your business in, what products and/or services will you need to sell more of to get you there? List them.
- **Make a shortlist of the most important, innovative, or attention-grabbing Sales Points.**
- **Ask trusted customers and staff to grade your shortlist** in terms of how stand-out and attention-grabbing the items are from their detached viewpoint.

After completing this process, you should have a reasonably clear idea of your company's Sales Points. This is an important first step to creating an effective marketing strategy.

To find out how to leverage your Sales Points to sell more, contact **Business Grow**.

**Want to learn more
about creating
Sales Points?**

For a **FREE Sales Points Work Sheet**, send an e-mail to **Jonathon Walsh** at info@businessgrow.net

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