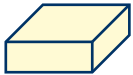


## Step 13 Unique Selling Points

**Aim of Step 13:  
Is to list your Unique Selling Points (USP's)**

### Introduction:

Your unique selling points (USP's) are not quite the same as your strengths. Rather they are more like a package of particular qualities in the following areas that are unique to you.



- Knowledge
- Skills
- Experience
- Personal Qualities
- Achievements

It is important that you can communicate these qualities.

This needs to be done convincingly. It is not enough to make statements without being able to back it up with.

It can be difficult in a CV or cover letter to support such a statement claiming a USP, where space is at a premium. That said, it is often achievable and it will add weight to your CV. Being able to support your claims is however always possible in your verbal pitch, and is essential in an interview situation.



### Instructions:



In this tool you are asked to identify your USP's, and to provide evidence that your claim is genuine.

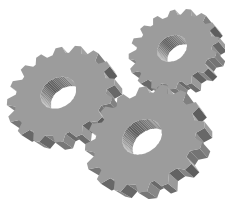
It may help you to review your profile statements (see Profile Tool) as many of those statements are likely to contain USP's.

Follow the link to the USP Tool Template at the bottom right hand side of this page.

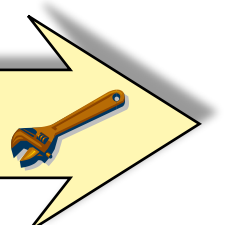
You will need to duplicate the blank tool template for each USP statement you make.

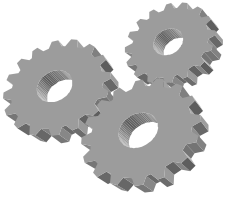
To see examples of this tool, follow the link titled *Examples* below.

**Examples**



**Continue to USP Tool**





## USP (Unique Selling Point) Tool Examples

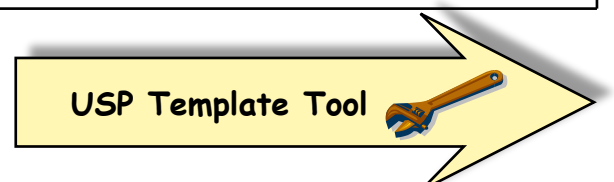
In the examples below you will see how the user has made statements that identify their Unique selling points.

They then support those statements using the tool. Well supported statements like these are invaluable and can be used in verbal pitches, CV's, cover letters and interview.

USP Area: <i>Skills</i>	Supporting evidence:
<b>USP Statement:</b> <i>Exceptionally fast learner.</i>	<i>When I worked with Jennison blanket makers I was put with a minder. Every new employee was required to have a minder for their first month on the job. Management decided after two weeks that I no longer needed a minder as I had picked up on the processes and procedures so fast. My supervisor commented that she had never seen that happen before.</i>

USP Area: <i>Personal Qualities</i>	Supporting evidence:
<b>USP Statement:</b> <i>Highly reliable and responsible worker</i>	<i>I won the employee of the month award several times when I worked with Mc Donald's Restaurant, where the manager often said that I was the most dependable and responsible employee on the premises.</i>

USP Area: <i>Knowledge/experience</i>	Supporting evidence:
<b>USP Statement:</b> <i>Expert knowledge of Microsoft office applications</i>	<i>After completing an advanced ECDL course, I worked with Western IT as a receptionist/secretary for 6 years. 90% of my work was with MS office where I gained extensive and expert knowledge in the office suite of applications.</i>





## USP (Unique Selling Point) Tool Template

<b>USP Area:</b>	<b>Supporting evidence:</b>
<b>USP Statement:</b>	

<b>USP Area:</b>	<b>Supporting evidence:</b>
<b>USP Statement:</b>	

<b>USP Area:</b>	<b>Supporting evidence:</b>
<b>USP Statement:</b>	