

USP & Guarantee Questionnaire

Your Competitors

First, let's take a look at the other businesses in your industry...

List your 3 biggest competitors...

- 1.
- 2.
- 3.

What do they do well?

- 1.
- 2.
- 3.

What do they do poorly?

- 1.
- 2.
- 3.

What would the average person say about each of these competitors?

- 1.
- 2.
- 3.

What is 'unique' about them?

- 1.
- 2.
- 3.

What 'Guarantees' do they have in place?

- 1.
- 2.
- 3.

How are these guarantees promoted?

- 1.
- 2.
- 3.

How 'genuine' are these guarantees?

- 1.
- 2.
- 3.

What can't each of your competitors guarantee?

- 1.
- 2.
- 3.

What can they do that you *can't*?

- 1.
- 2.
- 3.

Where are they geographically located in comparison to you and your potential market place?

- 1.
- 2.
- 3.

Your Industry

Describe how your industry has changed in the last 5 years...

Describe the changes you expect to see in the next 12 months in your industry...

Describe the changes you expect to see in the next 5 years in your industry...

Tell us about any regulations on marketing in your industry...

Describe the perceived standards of customer service in your industry...

Describe the perceived standards of technology in your industry...

Describe the perceived standards of product quality in your industry...

Describe the perceived standards in sales & marketing in your industry...

How does your business compare to these industry standards?

- Customer Service?
- Technology?
- Product Quality?
- Sales & Marketing?

What are businesses in your industry required to guarantee?

Your Ideal Scenario...

List 3 things that you can *not* confidently guarantee today, that you would love to be able to guarantee...

What is the *one* thing, that if you could guarantee it, would make you the market leader? (For example, a newsagent that guarantees to sell you a winning lottery ticket every time?)...

In an ideal world, what would you like your customers to see as the main point of difference between you and your competitors?

If there was one phrase your customers and prospects used to describe what you do now, it would be...

‘Oh, you’re the guys who...’

If there was one phrase your customers and prospects used to describe what you do in an ideal world it would be...

‘Oh, you’re the guys who...’

Think of 3 industries as far removed from your’s as you can, then from each one, ‘steal’ an idea that could give your business a real point of difference (for example KFC - Finger licking good.)

Industry 1...

Industry 2...

Industry 3...

Your Market Place...

Describe who the average customer is for your industry...

How old is the typical customer? (circle the approximate age groups)

Under 15 20 25 30 35 40 45 50 55 60 65 Over

What percentage of your potential market is (avoid putting 50/50)...

Male%

Female.....%

What is most important to an average customer in your industry? (Rank in order, from 1 being most important, to 10 being least important). Also circle the one *you* think is most important.

Quality	_____	Speed of service	_____
Price	_____	Customer Service	_____
Reliability	_____	Consistency	_____
Safety	_____	Back up Service	_____
Convenience	_____	Image	_____
Guarantee	_____	Other _____	_____

Is the current market place growing or diminishing? Please explain.

In dollar terms, how much money is spent in your industry each year in your geographically serviceable market place?

Is *your* typical customer different from the generic industry customer you have described?

Your Specific Niche...

Describe your current average customer...

Describe your ideal future customer...

Rank the priorities of your ideal future customer in the same way as you ranked the priorities of your generic industry customer? Pay particular attention to the differences, if any...

Quality	_____	Speed of service	_____
Price	_____	Customer Service	_____
Reliability	_____	Consistency	_____
Safety	_____	Back up Service	_____
Convenience	_____	Image	_____
Guarantee	_____	Other _____	_____

What are 4 reasons your customers come to you rather than your competitors? *This question is particularly important, so give it some real thought.*

- 1.
- 2.
- 3.
- 4.

In what 4 ways do you perceive that you are genuinely different from your competitors?

Below are some 'niches'. Fill in where your competitors fill a niche? For example, Volvo is known for safety, Porsche for speed etc..

- | | | |
|-----|------------------|-------|
| 1. | Quality | _____ |
| 2. | Speed of service | _____ |
| 3. | Price | _____ |
| 4. | Customer Service | _____ |
| 5. | Reliability | _____ |
| 6. | Consistency | _____ |
| 7. | Safety | _____ |
| 8. | Back up Service | _____ |
| 9. | Convenience | _____ |
| 10. | Image | _____ |
| 11. | Guarantee | _____ |
| 12. | Other | _____ |

Based on the above, which niche do you believe you fill?

What can you do that no-one else can?

Claude Hopkins, advertising guru, made a beer company the market leader with one ad... all he did was describe the process the company went through when making the beer. Please describe in detail how your product is made and delivered...

What are the 5 things about your product or service that you take for granted, that your customers don't know about?

- 1.
- 2.
- 3.
- 4.
- 5.

Your Customer's Thoughts...

What are 3 things your best customers say about you?

- 1.
- 2.
- 3.

What are 3 things your worst customers say about you?

- 1.
- 2.
- 3.

What would an average customer have said about you 12 months ago?

How would their opinion differ now?

Below you'll see 4 questions to produce on a Customer Feedback Form... So that we can both get the best possible understanding of your customers' perceptions, copy it and get 8 of your customers to complete it during the next week ... This questionnaire has been designed to be easily and quickly answered by our customers - it also makes them feel they are helping to improve your service.

This information helps us to understand your business from your customers' perspective, and it will help you to accurately measure the feeling of your market place. Simply run through the questions with 8 of your customers this week...

Once you have completed the Feedback Forms, go on to the next question...

Having now completed the Customer Feedback exercise, how do you feel, and what have you learnt?

Customer Feedback Form Questions

1. What are the three major reasons you buy from us and not somebody else?
2. What is the point of difference that makes you want to deal with us?
3. If you could improve 2 thing about us, what would they be, and how would you change them?
4. What are the 2 things that annoy you the most when dealing with business in our industry?

Your Customers' Frustrations...

What are 3 problems or frustrations that buying your product/service solves?

- 1.
- 2.
- 3.

What are the 3 major benefits of buying your product or service?

- 1.
- 2.
- 3.

What frustrations do customers experience when trying to find your product or service?

What frustrations do customers experience when making a decision whether or not to buy your product or service?

What frustrations do customers experience when they go to buy your product or service?

What frustrations do customers experience when receiving or picking up your product or service?

What frustrations do customers experience when using your product or service?

What frustrations do customers experience after they've bought your product or service?

If you were a customer, why would you dislike buying from you?

Describe the sort of customers who dislike buying from you... and tell us why?

Describe the sort of customers who love buying from you... and tell us why?

If you could easily overcome any 2 of your customers' frustrations, what would they be and how would you overcome them?

- 1.
- 2.

Your Past and Present...

What is your current written guarantee?

How is this different from your guarantees of the past?

How do customers react to your current guarantee?

What have you learnt from the changes that you have made to your guarantee to date?

If you have one, what is your current marketing positioning statement? (ie. It's Mac time now, or Always Coca-Cola.)...

How is this different from your past attempts

How do customers react to your current positioning statement?

What have you learnt from the changes that you have made to your positioning statement to date?

What You CAN Guarantee...

What 6 things will relieve your customers frustrations that you can guarantee and deliver 100% of the time right now?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

What 3 additional things will you be able to fully guarantee within the next 3 months?

- 1.
- 2.
- 3.