

## **Unique Selling Proposition (or *Unique Selling Point*)**

When it comes to recruiting, or any high value sales transaction such as buying a house, car, vacation, etc., just as the Dominant Buying Motivation is important to understand what is motivating someone to act, the USP describes what unique features and benefits the new job (or item being sought) offers.

In an ideal situation, what sets up the conditions for an offer and acceptance is when the individual's DBM aligns with the company or the position's USP.

### Example Company USPs

- National territory instead of 5 states in the Western Region
- Our position reports directly to the CEO, instead of the 2 layers in between where you are now
- ESOP (Employee Stock Ownership Plan)
- Larger capacity to go after bigger accounts (we can underwrite bigger accounts which will impact your bonus)
- (If an insurance company) A+ rating by AM Best, with an average 12 years employee longevity
- We give more direct authority to our line managers
- You will have your own Travel and Entertainment Expense Account
- You will have a corner office next to the CEO

The number of *Unique Selling Points* can be lengthy. What matters are those USPs that correlate (dovetail) with the transitioning job-seeking professional's goals. Those are the *only ones* that matter.

If you continuously talk about your stock option plan, to someone whose motivating factor is reducing travel from 50 to 25% yearly, you are "selling" (discussing) the wrong items. She won't even be listening to you. It's like the Realtor that kept telling me about the "view" when that was the least of my concerns in buying a house. I cared about square footage and layout first, neighborhood second, and if there happened to be a view or not was not a factor.

Companies can have 10-15 Unique Selling Propositions or more. The only ones that matter are those that align with the candidate's dominant buying factor (motivating factors).