

Whatever your business does, there's one thing you want - and that's more revenue at a fair profit.

But the main problem in this regard is the competition, as they take away revenue that could be yours!

You need to be different to your competition in some way so that customers feel that you are the best person for them to do business with. You need a **stand-out selling proposition**.

If you haven't seen the video for this Sprint Guide, you can [watch it here](#).

The smart way to achieve this is to look for ideas in industries different to your own - and here are some interesting examples of stand-out selling proposition I've found for you.

Read each one and then think of ways you can adapt it to apply to your business that will add value for you.



Social Bite

This Edinburgh sandwich shop is on a mission to end homelessness in Scotland. If you were a home tradesman what might your stand-out mission be?

“ Helping customers turn their houses into a safe, organised and protected homes for their families ”

Or how about “ A fast and caring response to your home emergency repairs ”

If you're a plumber then team up with an electrician, a heating engineer and a glazier where you all leave behind a list (or even a fridge magnet) of all your individual contact numbers in the event of an emergency.

Specialists in... Local **Security**
 cleared Certified **35 years' experience** Highest
 rated by customers on... **Guaranteed**
 work Healthy **Award-winning** Full range of...
 As featured in... Family-focused **Rapid**
 For complex... **One-stop** Custom
 designed... **Imported...** Ethically sourced products

Here are some ways in which you can stand out from your competition. How can you adapt one of these to become something that allows your business to stand out in some way?

1. What can you do that your competition don't do?
2. Is there something different about your business that your competition will find very hard to copy for some reason?
3. Is there something "special" that your customers will value that only you can offer?

1882 Caffé Vergnano

Here's my cappuccino from the 1882 Caffé Vergnano in London, topped with their name in chocolate powder:

1. They were going to sprinkle chocolate powder on top anyway, and just used a mask to create their logo. What's a smart change to something you already do that will boost your product or service in the mind of the customer?
2. I once received two small packets of branded jelly beans with my purchase which I found as a surprise when I got home. What pleasant (and low cost) surprise could you give to customers?
3. How can you keep your name in front of customers after a sale has been made?



There's one more interesting exercise for you to do - and that's to find yourself some Pathfinders...

This Sprint Guide is focused on how you can be different and stand apart from your competition.

Choose three people who work in very different types of business to you - **then ask them this question:**



What are three interesting things done in your profession that help companies to stand out in some way?



You'll find it best to write down your growth ideas in a special notebook. You'll be getting lots in the future and you don't want to forget any of them!

On the next page (**which you should print out**) is a framework you can fill in with them. In the first block, add the suggestions that the person you've asked has given you. You then review these items and in the second block convert them into things that you can do.

You can either do this second part while they are with you to get their input - or you can do it later in your own time.

Here's an example completed for you using the tradesman business from the previous page...

Your EXAMPLE Pathfinder Name: *John Smith*

Line of business: *Website designer*

The approaches used to stand out:

- 1** Always have a memorable / unusual website name
- 2** Have a "call to action" button to help the customer do something quickly
- 3** Use eye-catching colours to get immediate attention

This makes you think that you could...

- Use a memorable 'trading as' business name - or give myself a nickname
- Make sure customers know all the things they can call me for in the future
- Wear bright green overalls to stand out

Ask your Pathfinder this question: **What interesting or unusual things have you heard of (or seen) that caught your attention regarding the way a business of any kind differentiated themselves in some way?**

John saw a business offering a list of the latest internet scams that people should avoid. What if I created a checklist to leave with people that they should check in their homes before Winter arrives? Have my phone number on it with all the preventative things I can do for them.



You need to print out the next page so you can complete it with your pathfinders...



What are three interesting things done in your profession that help companies to stand out in some way?

Your #1 Pathfinder Name: _____ Line of business: _____

The approaches used to stand out:

- 1
- 2
- 3

This makes you think that you could...

-
-
-

Ask your Pathfinder this question: *What interesting or unusual things have you heard of (or seen) that caught your attention regarding the way a business of any kind differentiated themselves in some way?*

Your #2 Pathfinder Name: _____ Line of business: _____

The approaches used to stand out:

- 1
- 2
- 3

This makes you think that you could...

-
-
-

Ask your Pathfinder this question: *What interesting or unusual things have you heard of (or seen) that caught your attention regarding the way a business of any kind differentiated themselves in some way?*

Your #3 Pathfinder Name: _____ Line of business: _____

The approaches used to stand out:

- 1
- 2
- 3

This makes you think that you could...

-
-
-

Ask your Pathfinder this question: *What interesting or unusual things have you heard of (or seen) that caught your attention regarding the way a business of any kind differentiated themselves in some way?*



Review all the ideas that you came up with from the 'other industries' pictures and the ideas that your Pathfinders helped you to identify.

Choose one idea that you want to do immediately.

The other ideas can wait for another time, but it's best not to try to do too much in one go.

This approach helps you to achieve an early success.



What's the idea you are going to do first?

How much money will this idea cost you to do?

How much extra business do you want this idea to generate each month?

Now work out this calculation:

$B \times 12 / A =$ times

This is the annual return on your investment (called ROI) that you will get from this one idea. If your ROI is:

- **Less than 12 times**
then you should look for a better idea with a bigger ROI
- **Between 13 times and 25 times**
then the idea is worth doing
- **Over 25 times**
then this is a brilliant idea you've had - so well done!

For example, if you were the tradesman in the example on page one and you decided to print emergency number cards to give to customers and the cost was £27.50, then you'd write 27.5 as number "A".

If you believed this might earn you two extra call-outs per month at £60 each, then figure "B" is 120.

The annual ROI for the tradesman's idea is $120 \times 12 / 27.5 = 52.4$ which is a brilliant ROI, so it's well worth him doing this.

Remember that this is for one idea only, so you'll get more great returns when you start to implement some of your other ideas too.



Share this Sprint Guide

If you like the way Sprint for Growth helps you grow your business - then please do me a favour and **tell five other people** who you think could benefit from this knowledge.



Next time...

The next Sprint Guide will explore:
Ingenious ways to get customers talking to others about your business.