



# Sell yourself: Creating your unique selling proposition

Damien Pigott, Intuit Australia

A photograph of two young women with long blonde hair, one in profile and one from behind, talking at night. They are wearing dark jackets with fur-lined hoods. The background is dark with some green and blue bokeh lights.

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# Today's speaker



**Damien Pigott**

Sales Learning Specialist  
Intuit Australia

@damien\_pigott

# Agenda

**Uniqueness**

**Rosser Reeves**

**The customer**

**Your differentiator**

**Putting it all together**

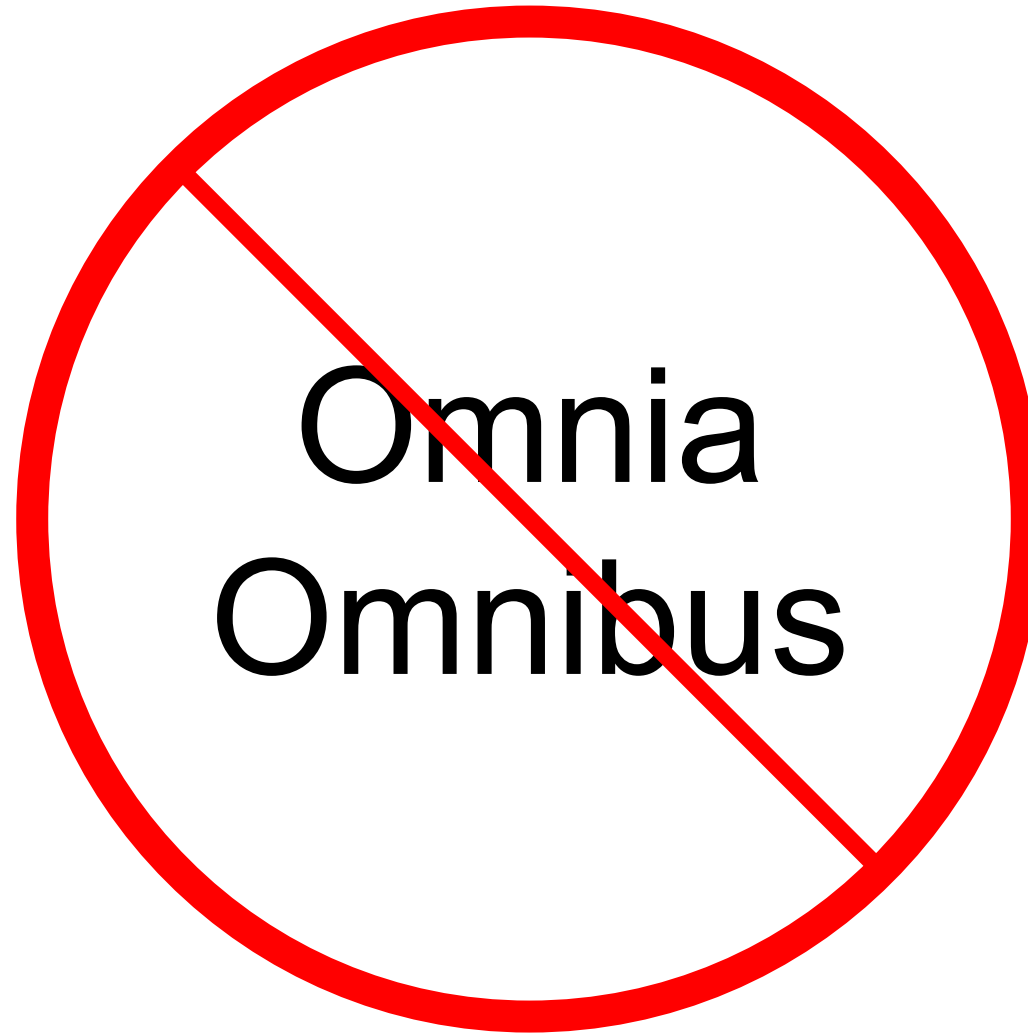
**Go social - Go broad**

# Becoming unique

**Jean Henri Fabre once made a study of the processional caterpillars. Blind and unthinking, they wove their way through the grass in long chains, each following the one in front of it. Fabre managed to turn the chain and set all the followers in a circle, each one following the other, in a rhythmic march that had no end. For days, they circled endlessly, until starvation set in.**



# What we don't want to be...



# Reeves unique selling proposition

## Three criteria of a USP

- USP must have a specific benefit
- USP must demonstrate difference from competitors
- USP must move people to your service or product



# Don't waste your life in the supermarket





# Consumers in the age of assistance

1. Curious – review driven
2. Demanding – customised for me
3. Impatient – I want it now

“

Any customer can have a car painted any colour that he (sic) wants so long as it is black.

Henry Ford



# Putting it all together...



# Go forth and multiply / amplify / twitterfy...

- Customise for social
- Customer for various circumstances
- Test, experiment and change with feedback from your customers and clients

# Questions?

## Damien Pigott

Twitter - [@damien\\_pigott](https://twitter.com/damien_pigott)

LinkedIn - [www.linkedin.com/in/damienpigott](https://www.linkedin.com/in/damienpigott)

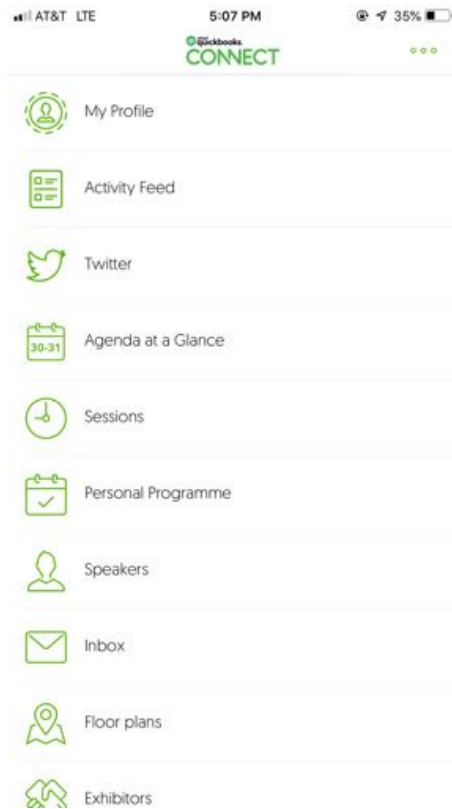
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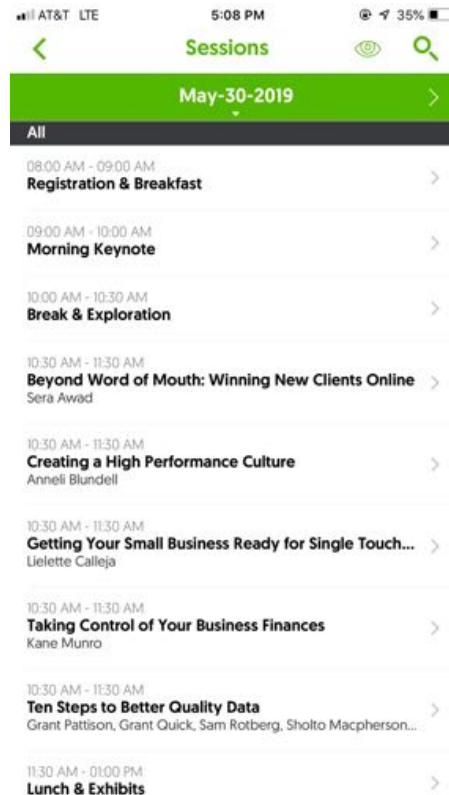
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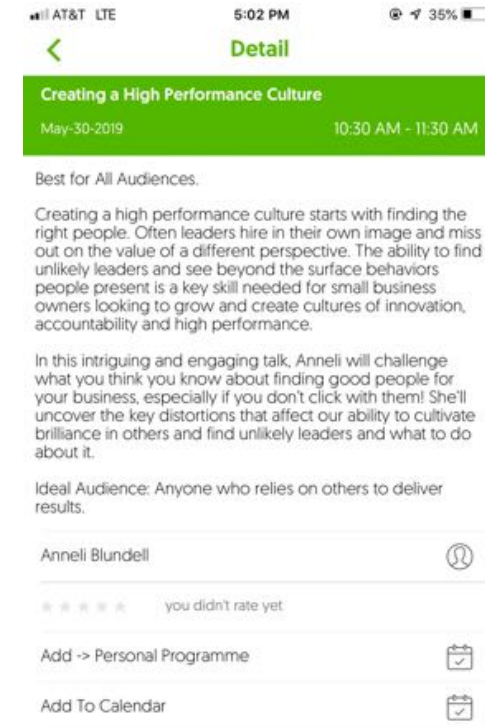
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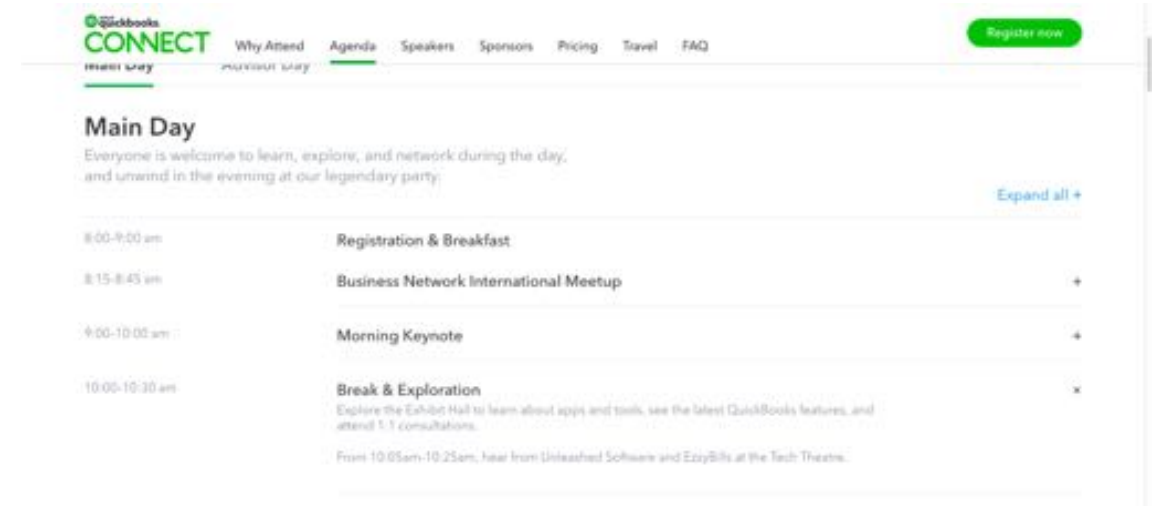




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