

# What is your Value?

## Determine your Marketing Capabilities

by Michael Gindi

**Why should your customer buy from you and not your competition? This should be the first question any business owner asks himself. What do you bring to the table that the other guy doesn't?**

Imagine for a moment that you sell copier machines. You have all the brands: Hewlett Packard, Minolta, Ricoh, and Xerox. You also have all of the support materials: catalogs, brochures and sell sheets for all the different models. You make an appointment with a prospective client to assess his needs and leave him three brochures so he can compare three different models. The next day your competitor has a meeting with the same businessman and he leaves him three brochures on the same three models that you did. The customer has both of your offers on his desk and realizes that you are both offering the same exact thing. What happens then? It comes down to pricing. Lower price wins and profits go out the window because no one wins in a price fight.

Now imagine the same scenario slightly differently. You give your client three brochures created by three manufacturers, but this time, you are prepared. You have already contracted with a professional marketing company and they've created a powerful brochure that tells **your** company story for you. This gives your client confidence that your company has a UVP (Unique Value Proposition). Your customized brochure describes the service that's unique to you: How you maintain the machine so it doesn't break down; how you have lease rates that take the bite out; or some other service that sets you apart. Sure, your proposal is a couple of bucks more but now you're not just selling a copier, you're selling your UVP and how it adds value. Your competition doesn't have anything that promotes his brand that influences the customer to want to buy from him. He's just selling copiers. Your value goes up, your profits go up, and the only person who is unhappy is your competitor because he doesn't know how you beat him.

**So what is your UVP?** What are the reasons that a customer should be writing you the check and not your competition? It isn't your personality. Five minutes after you leave, the buyer will forget you. Besides, your competitor is a great guy too. What will make the difference is something that stays with the customer: A professional brochure about your services is one of the tools you can use to help get more customers, and, more importantly, more profits.

You may think, "I don't really have anything better than the competition." That's where the pros can help! At Proforma Action Marketing we help you define what it is that makes your company unique. And we'll figure out the best way to let your customers know your UVP. From business cards to multi media presentations and websites, we help you choose the right vehicles to market your business. We have the tools; put us to work for you! Michael Gindi is the president of Proforma Action Marketing, a marketing, print & promo company. He can be reached at 732-571-5001, [michal.gindi@proforma.com](mailto:michal.gindi@proforma.com) or [www.proformaactionmarketing.com](http://www.proformaactionmarketing.com).