



Your secret sauce is unique to your business also known as your unique selling proposition (USP). If you do not understand it fully, how can you make the most of it? How do you know what is the right changed to make? The questionnaire below is designed to help you explore the secrets of your secret sauce, so your business model is built to expand the advantage you have when it comes to becoming the change expert your business workplace culture, systems and people needs.

Now you can start making the most of you USP.

<u>Question</u>	<u>Answer</u>
<u>Client Perspective</u>	
What do people want?	
What need or want are they really trying to satisfy?	
Why do people buy from this business?	
What are their expectations?	
What would stop people from becoming clients at all?	
<u>My Perspective</u>	
What do we do that no one else does?	
What is unique about us and our story?	
What is unique about this business? (e.g. products/services, standards, systems, staff training, right people, investing in the people)	
Why do people buy from us?	
What do we need to do to make sure we meet or exceed our clients' expectations?	

What can we do to make sure we deliver what the client needs or wants?	
<u>Competitor Perspective</u>	
What is unique about our competitors and their story?	
What is unique about their business? (e.g. products/services, standards, systems, staff training, right people, investing in the people)	
Why do people buy from our competitors?	
<u>The Difference</u>	
What is the difference between us and our competitors?	
What are the main benefits of doing business with us?	
How is our offer different from our competitors?	
<u>The Business Model</u>	
What do we need to do to stay ahead of the game? (e.g. business model, in-house systems, people on our team, innovation, research, marketing, business coach). Build a list and prioritise your next steps.	
What now needs to change in your business? Consider the workplace culture, business systems and processes as well as the people who work in the business.	
How will you ensure the right changes are made? How will you ensure the changes are sustainable for the long-term?	

Contact Diane NOW to support your business in making the best of the changes needed to make to most of your secret sauce.