



## Vision, Mission and Value Statements

I think it will help first to clarify some terminology between Mission Statement, Positioning Statement, Value Proposition, and Unique Selling or Purchase Proposition (USP/UPP). The latter two are sometimes used interchangeably, because they do overlap somewhat.

A. **Mission Statements** are a formal, short, written statement of the purpose of a company or organization. This is written to benefit employees, with customers a secondary audience.

B. **Positioning Statement** (also referred to as a brand strategy, positioning strategy, or brand positioning statement) is a one to two sentence statement that quickly and clearly conveys what you do for whom to uniquely solve an urgent need. It is about the benefit to your target customer of what you do differently from your competition, and why they should believe it. It is written for customers. It often serves as the rootstock for the Value Proposition and USP.

*Examples:*

Some broad positioning statements (aimed at a broad target audience):

- 1: "Professional money management services for discerning investors"
- 2: "Elegant home furnishings at affordable prices"
- 3: "Low cost vitamins for active seniors"

*Some narrow positioning statements (aimed at a more narrow market niche):*

- 1: "Equity strategies for low risk investors"
- 2: "Fine Oak furniture for every room in your house"
- 3: "Vitamin drinks for weekend athletes"

C. A **Value Proposition** is a clear statement of the tangible results a client gets from using your products or services. The more specific your value proposition is, the better – some are longer, others succinct. Your existing clients are your best resource to find out what value they feel you bring, hence the usefulness of testimonials and surveys. Value propositions change and evolve over time in response to changing customer needs, and the products and services offered. This is written from the customer's perspective.

Examples:

- Google: Find What You Want Quicker
- Wordtracker: World's deepest, most thorough keyword research tool
- Amazon: Low price, wide selection with added convenience anytime, anywhere
- Wal-Mart: Low price Leader



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D. A **Unique Selling or Purchase Proposition** sets you apart and distinguishes what you do from a customer viewpoint and presents the problem you solve. In other words, what makes you more unique, more valuable, and more visible in the market? Like value propositions, these evolve and change in response to changing consumer needs. This is written from the customer's perspective. It is also often used interchangeably with a **Positioning Statement**. The following are 5 successful USPs that alleviate problems experienced by the consumers.

### *Package Shipping Industry*

Problem - I have to get this package delivered quick!

Federal Express USP - *"When it absolutely, positively has to be there overnight."*

### *Food Industry*

Problem - The kids are starving, but Mom and Dad are too tired to cook!

Dominos Pizza USP - *"Pizza delivered in 30 minutes or it's free."*

### *Real Estate Industry*

Problem - People want to sell their house fast without losing money on the deal.

USP - *"Our 20 Step Marketing System Will Sell Your House In Less Than 45 Days At Full Market Value"*

### *Dental Industry*

Problem - Many people don't like to go to the dentist because of the pain and long wait.

USP - *"We guarantee that you will have a comfortable experience and never have to wait more than 15 minutes or you will receive a free exam."*

### *Cold Medicine Industry*

Problem - You are sick, feel terrible, and can't sleep.

Nyquil USP - *"The nighttime, coughing, achy, sniffing, stuffy head, fever, so you can rest medicine."*