

Title	Small Business Training 8 - Unique Selling Point		Date	
Number in Group	6-12	Presenter	Neil Moore & Local Facilitators	
Duration	60 - 90 minutes	Location	Kibera	
Aims	<ol style="list-style-type: none"> To maximise the success of a business by engaging a Unique Selling Point. 			
Objectives To be able to...	<ol style="list-style-type: none"> Explain how a USP can help a business to be successful. Explain your own business' USP. 			
Introduction Video	<p>Play the introduction video. This includes:</p> <ol style="list-style-type: none"> Re-cap on the learning from the previous week on the writing the business plan. Today will cover the unique selling point. Introduce the term and how companies can use straplines to reinforce their USP. Consider some well known straplines and USPs. Consider a strapline and USP for your business. Introducing the exercise. 			
Development and learning outcomes	<p>Following the video, work through the following exercise together, write down the answers and upload to WhatsApp.</p> <p>Exercises:</p> <ol style="list-style-type: none"> As a group, make a list of well known companies with their straplines. For each one write down what their USP is. (e.g. CocaCola "refresh your rhythm", USP = refreshing drink.) As individuals, decide what your business USP should be. 			
Plenary	<ol style="list-style-type: none"> Consider well known straplines and USPs together. Devise a USP and strapline for your business. 			
Where next?				
Notes	Encourage questions and comments on the WhatsApp group.			