



Lesson 3: The Unique Value Proposition

COMMUNITY VALUE PROPOSITION

- Why did we buy this land?
- What amenities and community features are unique and compelling?
- Why do other buyers choose homes in this community?

Key Elements	Your Sample Script
Opening Statement: <i>"We are the only community..."</i>	
Exclusive Offer: <i>"...that offers..."</i>	
Qualifying Parameter <i>"...at under \$xxx,xxx." -or-</i> <i>"...within the Louden County School District."</i>	

FLOORPLAN AND HOME DESIGN VALUE PROPOSITION

- Compare the advantages of our floorplans against competition, both new and resale
- Describe the specific advantages and the "Artistry of Home" found in our home designs

Foorplan Advantages	Home Design Advantages
<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/>

BUILDER VALUE PROPOSITION

Advantages Over Other Builders	Your Sample Script
<input type="radio"/> Quality Home Design <input type="radio"/> Quality Construction <input type="radio"/> Quality Customer Experience	

Using the table below, evaluate your confidence level right now in delivering each of the three major Unique Value Propositions:

UVP Statement	Least Confident			Most Confident
Community	○	○	○	○
Floorplan and Home Design	○	○	○	○
Standard Pacific Homes	○	○	○	○

Your assignment this week is to focus intense practice and repetition on perfecting the UVP Statement that you are least comfortable with right now.

Use the worksheet on Page 1 to perfect your UVP in writing, review it with your manager, practice it with your partner and begin incorporating it into each and every one of your sales presentations.