



## *Business on the Move*

*New Lenox Chamber of Commerce Luncheon Series*

**Tuesday, March 3**

**11:30 a.m. – Check-in/Networking • 12:00 p.m. – Lunch/Program**

**Village Hall Community Room**

**1 Veterans Parkway, New Lenox, IL 60451**



**Craig Lyons**

Sandler Training

[www.chief.sandler.com](http://www.chief.sandler.com)

[craig.lyons@sandler.com](mailto:craig.lyons@sandler.com)

Ph: (815) 735-6914

### **Developing Your Competitive Advantage: USP**

*Do you know why your clients buy from you? What do you offer that they can't get from your competitors? Is there an emotionally compelling reason to do business with you?*

One of the questions we get from our business development clients is how to differentiate themselves from their competition. In Sales and Marketing, this is known as your Unique Selling Proposition (USP).

Join the New Lenox Chamber of Commerce as Craig Lyons of Sandler Training presents a workshop on "Creating Your USP – Your Unique Selling Proposition." He will guide you through the process of designing your 10 second, 30 second and 60 second commercials that will help you engage others in conversation, and differentiate yourself from the competition.

By the end of this session you will:

- Understand the power of emotion to influence
- Find your USP
- Describe your target audience
- Write a powerful 60 second elevator

Chamber Members: \$15  
Non-Chamber Members: \$20

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