WORKSHEET 3: POSITIONING STATEMENT

In 15 to 25 words, use the competitive advantages from Worksheet 2 to create a Unique Selling Proposition (what makes your carwash special).

Examples:

John's Carwash is conveniently located on Main Street while both his competitors are off the beaten track.

Unique Carwash offers a high tech wash system that protects the finishes on newer cars.

Mike's Wash offers a special service to businesses who sign up for Fleet Accounts: a free custom detailing service for every 20 Ultimate Washes.

Your Unique Selling Proposition