

Mission Statement



What is your written mission for the company, including your unique selling proposition (U.S.P.)? In other words, what makes your company's offerings unique?

Have you ever considered any of the following?:

- **Have you memorized your U.S.P.?**
- **Can your employees recite this to you, and more importantly to your clients nearly word for word?**
- **Can you articulate why your company's services have more value than just your name on the door? When they're buying, what are they getting?**

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