

# Unique Selling Points



## **Service Providers:**

ClientPlaza lets Service Providers post-pay a fixed, sensible amount for each new Client, only after they actually become a Client.

ClientPlaza lets Service Providers avoid paying for advertising and its uncertain results.  
ClientPlaza lets Service Providers avoid paying for simple leads and their uncertain results.

There are no up-front costs to register on ClientPlaza (for now). Service Providers pay nothing until they actually get what they want – a new Client.

Service Providers can be any size, from one location to thousands. Whether it's a one-person bookkeeper..... or a multi-national health care provider offering dozens of services at hundreds of sites.  
ClientPlaza is equally effective for all.

## **Clients:**

ClientPlaza lets Clients avoid the pain of searching for the right professional Service Provider by causing the right Service Provider to call the Client.

Currently, Clients receive poor information from search engines (a million and five results!) and the information is presented poorly: in list format many pages long, in random order, with numerous useless entries.

**Clients' real question is, "Which Service Provider is right for me?"**

Google doesn't answer that. ClientPlaza does.

Continued...

## Bonus Reading

Enormously successful companies have Insight in common. They all realized something important about people and the times.

McDonalds has a few. Here are two:

- 1) People want the comfort of consistency – the same hamburger everywhere.
- 2) Real Estate will drive business success further than a hamburger.

Chevrolet was getting killed by Japanese imports and the quality of craftsmanship. Chevrolet didn't try to claim American-made was better (though it might have been). Instead, its insight into the American mind-set led it simply to say:

“Chevrolet: The Heartbeat of America.”

### **Here are some Insights that will drive ClientPlaza's success:**

- ClientPlaza offers people more control in their lives: They just ask for what they want and get it.
- People don't want choice as much anymore. They just want what they want.
- Companies will stampede to the first person who offers them real per-Client business development. They feel more in control.
- People who feel responsible for business development love having new Clients drop in their laps. It takes the pressure off.
- Individuals love the power to broadcast their needs to those (companies) who can help.
- People hate feeling manipulated by advertising; people want to feel free from advertisers.

