

New, Unique and Exceptional

What's NUE?

Use this tool to identify and begin featuring your business's NEW, UNIQUE and EXCEPTIONAL products and services.

- There is so much more you can say to customers than “Let us know if we can help you with anything.” and “Thanks for coming in today.”
- Many customers are seeking interesting things they have never seen before; they are “searching for serendipity”.
- Featuring your business's “NUE” products will set it apart and inspire customers to return.
- There are many ways for highlighting these products for your customers, described in [the book](#). They all start with discovering and defining everything NUE your business offers.

New

Virtually any customer—whether they are a first-timer or a returning regular—will potentially benefit from learning about newly introduced wares.

Feel free to look around and don't miss our new Blend-a-Matic display over there? It is the most powerful blender the company has ever made. Be sure to ask the demonstrator, Mary, about its terrific Smoothie Mode.

Unique

Another great way to acquaint customers with your business is informing them about its truly unique products and services.

Tranquil Yoga is the only studio in this part of the city offering yoga classes every weekday evening. Our classes go as late as 10:00 P.M.

Exceptional

If you sell the best of anything, whether it be market-leading brands or award-winning products, tell people about them.

We were skeptical about their so-called "Best Cheeseburger on Main Street", but we ordered it anyway. Now we know why they call it that—it was delicious!

NUE Worksheets

What about your business is New, Unique or Exceptional?

NUE Worksheet

What's New?
