



Positioning Your Business Workout

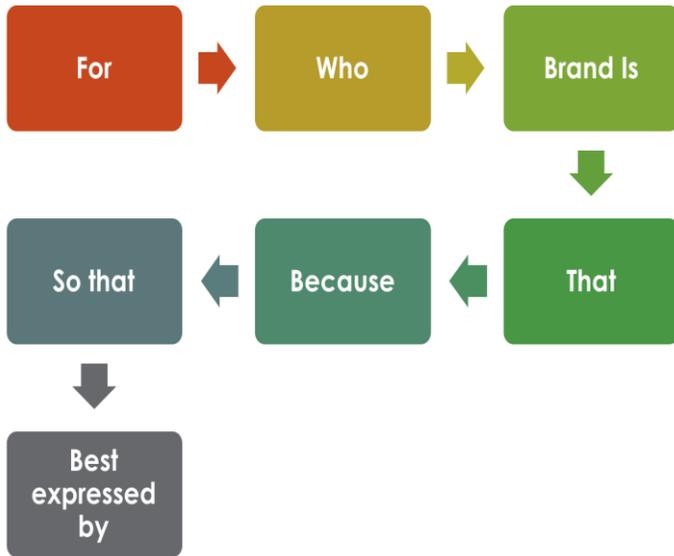
Positioning your business is essential to your success. What is positioning? Positioning means creating an image of your company and your services in the minds of your existing and potential customers. Who are you? What do you sell? What do you *really* sell? What quality are your goods or services in relation to those around you? What standards can the prospect expect from you?

These questions and a million other questions like them are important because it's how you communicate the relevance and value of your services, which is the key to pricing your services appropriately.

Positioning should be an important part of your pricing process because it shows the value of your product, which may not always be obvious to the consumer. It also highlights what's unique about your service, setting it apart from your competition.

In order to help shape your customer's thoughts you need to create a positioning statement, like this:

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For: What demographic are you aiming for?

Who: What psychographic are you aiming for?

Brand Is: The type of business you're in.

That: The functional benefit or value your goods or services offers.

Because: Why they should buy from you / proof points as opposed from all other options, including choosing to do nothing at all.

So that: The result of the benefits and value emotionally.

Best expressed by: A short tagline.

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Good positioning is:

- **Single-minded.** It doesn't try to say everything about any one of your services specifically but instead focuses on one specific value and the benefit it brings to the buyer.
- **Meaningful.** It connects with your target market who we looked at in the first module of this course. Your positioning statement must speak directly to a need that they have.
- **Focused on Outcome.** It focuses on the benefits for the buyer or the outcome they'll receive.
- **Unique.** It differentiates your offering from those of your competitors.
- **Important.** It describes a value that's important for the members of your target market.
- **Sustainable.** Your positioning statement will resonate with future buyers as well as today's buyers.
- **Believable.** Don't make outrageous claims because it won't ring true with your audience, *even if your claims are actually true*, as your credibility will be shattered.
- **True.** Your services need to actually deliver on the promise of your positioning

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statement.

Examples of Outstanding Positioning Statements

Here are some examples of real brand taglines / positioning statements and how they communicate the brand's positioning to its *target market*. You too should create yours with a specific meaning and value to your target market in mind.

BMW - "BMW is the ultimate driving machine."

This statement communicates to car buyers that BMW is a car for real car lovers. It offers the best driving experience for people who really care about cars. These 6 words perfectly communicates so much about the sheer pleasure of the whole BMW driving experience.

Fed Ex – "When it absolutely, positively, has to be there overnight."

Unlike other companies, Fed Ex makes sure it gets your package where it needs to go. Reliability is the unique value it offers its customers. In a crowded marketplace scattered with "man and a van" type businesses, this says ... "If you want a reliable service, call us."

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7-Up – "The Uncola."

In a soda market awash with colas, energy drinks, store version cheap fizzy pop, 7-Up is saying here ... "We're different" by saying 7-Up offers a light, sparkling alternative.

Miller Lite – "Great taste, less filling."

This brand prides itself on being less filling than heavier beers.

Subway – "Eat fresh."

Subway positions itself as a healthy alternative to other fast food shops, which offer mostly hamburgers, French fries and fried food. It has vegetables and makes its own bread.



Positioning - Learning Activity:

1. Define what value your services offer
2. Create a positioning statement using this model:

For: Target market (demographically)

Who: Target market (psychographically)

Brand is: Type of business you're in

That: Functional benefit or value your product or service offers

Because: Proof points (no more than three)

So that: Emotional benefit

Best expressed by: Tagline

Now please enter your answers on the work sheets that follow.

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Positioning - Workbook:

Define what *value* your product or service *really* offers

| Product / Service | Value / Benefits | Notes |
|-------------------|------------------|-------|
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Create a positioning statement using this model:

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For: Target market (demographically)

Who: Target market (psychographically)

Brand is: Type of business you're in

That: Functional benefit or value your product or service offers

Because: Proof points (no more than three)

So that: Emotional benefit

Best expressed by: Tagline

Work Space (use this space as a scribble pad and jot down anything that comes to mind, then narrow down your thoughts until you come up with a great positioning statement.)

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A large, empty rectangular box with a thin black border, intended for a user to write their answer to the question below.

So ... what ONE benefit of your product or service will communicate the best VALUE to your TARGET AUDIENCE?

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