

# Creating Positioning Statements

## Situation:

The second phase of creating a complete messaging package for your product/service is to extend the value proposition into a positioning statement(s). A positioning statement is a formal statement depicting how you want your target segment to perceive you. In essence, then, it is a promise to the target segment that you will provide them with the benefits they care about the most. The positioning statement is less an external marketing tactic and more an internal document that helps the firm direct its marketing efforts. It answers the following questions:

- What position, if any do we already own in the prospect's mind?
- What position do we want to own?
- What companies must be out-positioned if we are to establish that position?
- How do we plan to truly differentiate ourselves in the mind of our prospects?

## Learning Objectives/Outcomes:

In one full-day, highly interactive group session, participants will learn:

- Take the Value Proposition and translate it into various positions depending on the target segment
- Test the validity of a value proposition by creating positioning that supports the message
- Developing and delivering benefit statements that not only make you stand out, but create action in the customer's mind

## Testimonials:

- *"The primary benefit was a successful training delivery... and communicating the benefits to end-users. ... working with Knowledge enabled me to learn many of the challenges and pitfalls of sales training... most importantly, the need to have a strong, disciplined, stimulating trainer in order to keep a room full of unruly sales people attentive and focused."* - Robert McGrail, Senior Marketing Project Leader, GTE Internetworking
- *"...exceeded my expectations. The resulting messaging went beyond just describing our products and services in a compelling fashion, but created a concept that will guide our development for several versions and has the potential to change our industry... After Lisa's presentation of the new messaging, one sales person came up to me and said, 'I've never been with a company that gave me so much good material to work with'... She didn't let us settle for a good message, she kept probing and refining until we had a breakthrough message."* - James Nail, Chief Marketing and Strategy Officer, Cymfony, Inc.

## Format:

- 8 hours (2 breaks & lunch)
- Interactive sessions – including lecture, exercises, group work

