



Positioning Strategy

Template



What is Brand Positioning?


Brand positioning is the process of positioning your brand in the mind of your customers. More than a tagline or a fancy logo, brand positioning is the strategy used to set your business apart from the rest.

Brand positioning allows you to promote your business in a way that is best aligned with your customers. The right strategy will allow you to differentiate your brand, being a conceptual demonstration of uniqueness and value.

For more insight into how to make the best use of this template, we have created A Guide to: Positioning Strategy, which is available within the Sales Academy.

Positioning Strategy

This template will allow you to begin positioning your brand according to your business, your situation and your strengths.

Your competitors How does the competition operate within this space?	
Your offering/ value proposition In a nutshell, what do you provide to your target market?	
Your USP What are your differentiators that give you a foothold in the marketplace?	
Your customers Who are your customers and how do you reach them?	
Your pricing How does your pricing relate to your competition? Are you financially competitive or do you favour quality above price?	
	

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The key needs of your customers What are the clearest problems your clients have that you solve?	
Your competencies Where do your capabilities lie in comparison to the market-place?	
Marketplace Conditions What is happening that is affecting buyer behaviour in your sector?	

Create a positioning statement

A positioning statement is typically a paragraph long (or less), covering some of the topics you've outlined, including:

- Who your target market is
- How your product/service suits their need
- How you differ to the competition
- Justification for your positioning to create credibility

Things you can consider to support your market positioning:

- The characteristics or benefits of your product/service
- Your pricing
- Specific qualities your brand possesses
- How your service/product is used
- Relation to your competitors

Once you have a strong idea of your position in the market, you should evaluate your positioning in relation to your current audience. By working across several areas of your business, you will soon learn what sticks and needs refinement.

