STOF

Positioning canvas.

Five steps to a positioning that is right, provable and told by marketing and sales from the same core. Fill it in after research and discussion, with your customers' words. The canvas summarises the choices made; keep the supporting material separate.

Before you start

Reason: unclear differentiation, price pressure, a changed target group or an outdated story?

Date and who is involved

What should be clearer or more usable after this programme?

STEP 1

Ask the customers you want

- Which situation made them start looking?
- Who or what did they compare us with?
- What tipped the balance? (write it down verbatim)
- Also lost proposals, customers who left and prospects? What was said, what is a pattern, what is still an assumption?

STEP 2

The real alternative

- What does the customer choose instead? (competitor, doing it themselves, cheaper, doing nothing)
- Why do they choose it, what does it deliver and what does it cost?
- Which relevant need is left unmet? Can we demonstrably do that better?

STEP 3

Who we are there for

- Type of customer and situation, so specific that some customers fall outside it
- Whom do we deliberately exclude, after weighing opportunities, revenue and capacity?

STEP 4

Promise and proof

- What is different about us, and what does that deliver for the customer? (the proposition)
- The proof: a source or concrete example. What was observed, at whom and when?

STEP 5

One core, fitted to the audience

- For whom · problem · why us · what it delivers · proof
- Is the core on the website, in the deck and in the proposal, adapted to each medium and audience?

✓

The test

- [ ] Does it say who we are there for, so specifically that some customers fall outside it?
- [ ] Does it say against which alternative?
- [ ] Is the promise phrased as what it delivers for the customer?
- [ ] Is there proof attached (source or example)?
- [ ] Do leadership, marketing and sales tell the same core?
- [ ] Do website, deck and proposals match the same positioning?
- [ ] Do customers recognise the problem and believe the promise? Can we make it good?

THE POSITIONING IN ONE SENTENCE (A SUMMARY; KEEP THE SUPPORTING MATERIAL SEPARATE)

For _____ who _____ , we are _____ that _____ . Unlike _____ , because _____ .

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