

Product Positioning - Template V. 2.1



Company Name: <Enter company name.>

Product Name: <Enter product name.>

- Date: <Enter date.>
- Contact: <Enter your name.>
- Department: <Enter department name.>
- Location: <Enter location.>
- Email: <Enter email address.>
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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter date.>	<Revision #.>	<Enter your name.>	<Enter name.>

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1. Introduction

1.1. Document Objective

This document describes, to intra-organizational audiences, the actual and desired way in which customers perceive a product when compared to its competition. Product positioning described in this document is the foundation to many product marketing efforts and marketing communication collateral.

<Comment: The common definition for product positioning is “the place a product occupies in customers’ mind relative to competing products”.

Product positioning is the process that establishes the customers’ perception of the product, which is the goal of this process.>

2. Overview

2.1. Section Objective

This section aims to provide a better understanding of the forces, trends and situational environment that affect the positioning process and statement.

2.2. Market Description

<Define and describe the target market; especially its key characteristics, which the product is targeted towards.>

2.3. Target Customer

<Define and describe the general customer profile the solution is targeted towards.>

<Comment: The Customer is the entity that takes (financial) responsibility for the product. The Buyer is the entity that decides to obtain the product (solution). The User is the entity that interacts with the product.>

2.4. Target Buyers Description

<Define and describe the buyers, the entities that decide to obtain the product.>

2.4.1. BDM (Business Decision Maker) Buyers

<List, define and describe the BDM buyers. Also relate to their level of knowledge and buying authority.>

2.4.2. TDM (Technical Decision Maker) Buyers

<List, define and describe the TDM buyers. Also relate to their level of knowledge and buying authority.>

2.5. Target Users

<Define, list and describe the targeted users. Also relate to their level of knowledge and influence on the buying decision.>

2.6. Market Problem

<Define and describe the market problem for which the product aims to solve.>

2.7. Product Description

<Define and describe the product which aims to solve the aforementioned market problem.>

2.8. Solving the Problem

<Describe how the product solves the market problem.>

2.9. Product's Problem Solving Features

<Define, list and describe the top product features that directly address and solve main facets of the market problem.>

Market Problem Facet	Solution	Feature

2.10. Competitors and Competing Products

<Define, list and describe the competitors and their products that are in direct competition to your product; attempting to solve the same specific market problem.>

3. Product Positioning

3.1. Section Objective

This section deals with developing a product positioning statement, which is used as the basis for developing clear and focused marketing messages that communicate the product's unique psychological placement and value proposition to multiple audiences.

3.2. Current Perception

<If applicable, describe the present disposition and perception the target market may hold towards your company and products.>

3.3. Value Proposition

<Describe the product's "resultant value proposition" and "relative value proposition".>

<Comment:

- "Resultant value proposition" is an implicit promise a product holds for customers to deliver a fixed combination of gains in time, cost and status.
- "Relative value proposition" is an implicit promise a product holds for customers to deliver a better ratio of gains relative to cost.
- Common relative value propositions, which are based on the ratio between features and total cost of ownership (TCO), include:
 - More features for more TCO
 - More features for the same TCO
 - More features for less TCO

- Same features for less TCO
- Less features for much less TCO>

3.4. **Unique Selling Proposition**

<Describe the product's Unique Selling Proposition.>

<Comment: The Unique Selling Proposition is a key value differentiator which sets the product apart from other competing products.>

3.5. **Core Two Sentence Positioning Statement**

"For the <Target Customer or Segment> who <Statement of Need or Opportunity>, the <Product Name or Category> provides <Statement of Key Benefit>. Unlike <Primary Competitive Alternative>, the <Product> <Statement of Primary Differentiation>".

<Comment: You may be able to identify several key or core positioning statements relative to the product itself and its target audiences. You may also be able to articulate internal and external positioning statements relative to your company.>

3.6. **Competition's Positioning**

<Define, list and describe how the competitors position their products that are in direct competition to your product; attempting to solve the same specific market problem.>

4. Supporting Data

4.1. **Section Objective**

The section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

4.2. **Assumptions**

<Describe any assumptions made when writing this document.>

4.3. **Research Information**

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

4.4. **Product Diagram/Architecture**

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>