



MARKETING INSIGHTS

This is a generic tool.

For advice specific to your business, please contact TECHNOLEDGE.

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6 steps to a winning market position

How to position your technology to sell

You may think you have the smartest software, hardware, service, device, or compound ever created—and you may be right. Having a great product is a big advantage, but not if your target markets don't notice it. They must perceive your offering as the most desirable in the crowd. This is the role of positioning.

Positioning is how potential buyers perceive your technology product or service relative to competitors and is basic to all your marketing. The key is perception, not reality, and you must position your offering so it is perceived as more competitive, more attractive and a more compelling proposition than all the rest. Here are 6 simple steps.

1. Know your strengths

- List all your company and technology features
- Extract all possible benefits for all possible markets
- Rank them in order of competitiveness.

2. Know your competitors

- Study their websites and tools
- Extract their key messages
- Summarise their market positions relative to each other - and to you.

3. Define your position

- List the adjectives that define what you do and who you are
- Define what you do that is unique compared to competitors
- Describe this in a compelling, brief elevator pitch
- Distil the pitch to one sentence relative to competitors.

4. Find your image

- Choose a memorable image consistent with your market position
- Create a theme around that image
- Use creative language to link your position, image and theme.

5. Define your message

- Write your marketing content in strong yet distinctive language
- Use striking, memorable images to reinforce the message
- Be creative, be daring, be different but...

6. Be consistent

- Use consistent language and voice in every communication
- Use every communication to reinforce your position
- Use your theme to create new and different ways to communicate.

In marketing everything counts, so make every thing count, with every contact, every time.