



**Free Web seminar sponsored by Ryma Technology
Competitive Mapping - Differentiation Made Easy
Presented by Lawson Abinanti, Messages that Matter**

In the marketing classic, "Positioning: The Battle for your Mind," Ries and Trout lament that "... too many companies embark on marketing and advertising as if the competitor's position did not exist. They advertise their products in a vacuum and are disappointed when their messages fail to get through."

This won't happen to you if you sign up for a free Web seminar sponsored by Ryma Technology and presented by Lawson Abinanti. Click on **this link** to signup for the Webinar: "Competitive Mapping - Differentiation Made Easy."

A competitive map is the best way for you to determine that you are making a unique marketing claim. The Web seminar shows you how to analyze print advertisements, marketing collateral and Web sites with an eye to deducing the positioning behind them.

Once you have determined how your competitors are positioned, a competitive map gives you an intuitive way to see if there's any unclaimed space you can claim. The Web seminar presents a real-world example of the enterprise software market for Corporate Performance Management (CPM) and evaluates advertisements for Cognos, Business Objects, SAS, Hyperion and Outlooksoft. The Web seminar complements a previous column ("**Is there any differentiation in the CPM market?**") you received October 9th.

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About the author:

Lawson Abinanti is co-founder of Messages that Matter, a consulting firm that helps B2B software and services companies create compelling message strategies that build awareness and demand. Messages that Matter gives clients the knowledge and tools to develop powerful message strategies that differentiate products and services from those of the competition. Clients include ADP Canada, ES Research, FRx Software, Kit Software, MapInfo, RightNow Technologies, VCG Software and VoxVue.

Lawson is a professional journalist with 15 years of executive management experience in the software industry. He has been responsible for marketing, business development and sales at several B2B software companies including Navision, Applix, TM1 Software and Timeline. He can be reached via [Email](#)