

Learn How to do Positioning Right



Great stories are not born, they're made. The Messages that Matter positioning workshop gives marketing professionals the knowledge and tools they need to craft a great story – one that matters to their market.

You'll learn a proven business process for positioning, developed by Messages that Matter and taught to hundreds of marketers in B2B software and technology companies world-wide.

Using our process you'll develop a positioning statement that asserts the single most compelling benefit that addresses your target audience's number one problem. Your unique positioning statement will set you clearly apart from your competition.

The message strategy you build using what you've learned will strongly support your claim to that unique position – piquing your audience's interest and making them want to know more. You'll tell a story that's compelling because it's important, believable and true.

Best of all, your entire company will be on board. The process involves all of the relevant stakeholders, and fosters consensus about your message to the market. With complete buy-in from sales, marketing and management, they'll use your message strategies properly and consistently.

Your great story won't materialize out of thin air. Take one last look at that old me-too positioning and scattered messaging that doesn't quite resonate with your audience. Put it in a folder marked "Before." Enter a new era of storytelling "After" Messages that Matter.

Workshop available on-site or on-line

If you and your team have limited time to learn a new business process for positioning, consider the on-line workshop. In two hours or less via the internet you'll learn everything you need to know to develop a positioning strategy that sets you apart from the competition. It's the fast, cost-effective way of establishing your own business process for positioning that will improve the effectiveness of your marketing communications.

Attendees receive an eBook designed to complement the workshop and serve as a reference guide when applying our process in the real world. The eBook takes you through our business process for positioning, step-by-step, and includes exercises, tips, reminders and reference material.

If you have several marketers and product marketers who need to learn the Messages that Matter positioning process, and the team has time to spend a day away from work, consider the on-site workshop. It is customized to your situation. While both the on-line and on-site workshops cover the same content and concepts, the on-site option lasts three hours and goes into much more detail than the on-line version.



Definition of terms

Messages that Matter defines **positioning** as the mental space in your target audience's mind that you can own with an idea that has compelling meaning to the target buyer. It's in this mental space where your product's solution to the target's most pressing problem meet and form a meaningful relationship.

A **positioning statement** is a short, declarative sentence that addresses the target market's most pressing problem by stating a benefit. It makes it clear why the target market should care about your claim and take action. Your positioning statement becomes the central theme for all your marketing communications.

What You'll Learn

The workshop teaches you the assumptions, procedures, questions and evaluation criteria needed to create compelling, unique positioning strategies that set you apart from your competitors. It presents examples of successful message strategies, which should be created for any product, service, solution, etc. – literally anything you need to communicate to your target market. The result is message consistency and repetition necessary to claim a position in your market. The workshop covers the following:

- The 3Cs of successful positioning.
- How to address your target audience's most pressing concerns through the use of a benefit oriented positioning statement.
- Why “me too” marketing doesn't work and why you need to tell a compelling story to create awareness and demand for your product.
- How to develop supporting claims for the positioning statement, how to manage your message, and the benefits of an effective message strategy.
- How to create well-documented message strategies that serve as the foundation for all marketing communications.

...Plus useful frameworks to apply as you develop your message strategy:

- Analyzing the 3Cs – your customers, competition and channel.
- Three Key Assumptions to start the process.
- Three Questions to ask during the message development process.
- The Three “Whats” – What is it? What does it do? What does it deliver?
- The Four Criteria for evaluating your positioning statement.
- Testing potential message strategies by applying them.

Afternoon Brainstorming Session

Companies who elect to have the workshop conducted on-site can extend the value of the workshop through “hands-on” breakout sessions in the afternoon. Participants work in small groups to apply what they learned to real world situations. Then each group shares their findings.

Breakout session topics are tailored to specific client needs and can include: 1) an analysis of competitors' positioning strategies; 2) assessment of existing positioning and message strategy; 3) positioning of a new product.

Is Messages that Matter the Right Workshop for Your Company?

Our business process for positioning addresses a number of problems commonly found in B2B software and high-technology marketing. Here are some of them:

- Competitors often employ virtually identical message strategies in communicating to prospective customers;
- Marketing campaigns fail because they are not carefully targeted nor do they communicate a compelling benefit. The message does not matter to the target audience;
- Claims that fail any reasonable test of credibility;
- Long sales cycles due to market confusion; i.e., me-too marketing;
- The belief that positioning is a description of what a product does, how it differs from the competition and why it is unique;
- In the rare case where a company actually claims benefits, a shotgun approach is often used. This confuses the target audience, which responds better to a single benefit message.



*A **message strategy** includes a positioning statement and three to four support points. The combination can be extremely detailed and is like a recipe for all marketing communications. Follow the recipe and you get a good dish.... a story!*

***Support points** unfold your story in more detail and explains how you deliver on the promise made in the positioning statement. “That’s interesting, tell me more,” is how you want your target audience to respond to your positioning statement. Good support points – three to four of them – will pique their interest.*

*A **positioning strategy** includes your message strategy and a summary of the research that helped you converge on your message strategy. To effectively position, you need to thoroughly research the 3Cs – customers, competitors and channel. This understanding of the 3C’s leads you to a message strategy that is unique, important and believable.*

