

Product positioning

## Product positioning

Identify the product and service features, messages and imagery necessary to achieve a sustainable competitive position with customers in the market.

### What business problem does it solve?

How do we establish a competitive advantage for our products in customers' minds? What are, or will be, the points of differentiation to focus on that deliver most value to customers in order to make more sales, gain market share, or achieve higher prices or profitability?



### How does it work?

Market analysis, competitor intelligence and qualitative and quantitative research are used to evaluate the product space and competitive landscape both technically and from the customers' viewpoint to find a sustainable winning position.

### Types and versions

Market intelligence is needed in addition to research. Methods include perceptual mapping, multi-dimensional scaling, scenario planning and conjoint/trade-off techniques.

### Challenges

A degree of expertise and informed judgement is required to create a suitable positioning narrative and to plan for competitive moves and strategies. Stakeholders and opinion leaders are also important filters that need to be understood.

Potential business impact	★★★★★★
Sophistication	★★★★★
Use in forecasting	★★★★
Ease of design	★★★★
Expertise required	★★★★★