Find Your Market position

Make a connection with your customers, partners and employees

ANDANA

WHAT ARE PEOPLE COMING TO YOU FOR?

What kind of work are people asking you to do? Get specific on the types of projects and the characteristics that people recognize your team can do really well.

HOW DO YOU SEE YOURSELF? HOW DO OTHERS SEE YOU?

The perception of your firm or organization by others is just as important as what you think you can do.

WHAT ARE YOUR CORE COMPETENCIES?

We are creating an experience; we are providing a service. The expertise of our people and the experience that we are bringing to our clients is really where we need to focus when we are looking at our position.
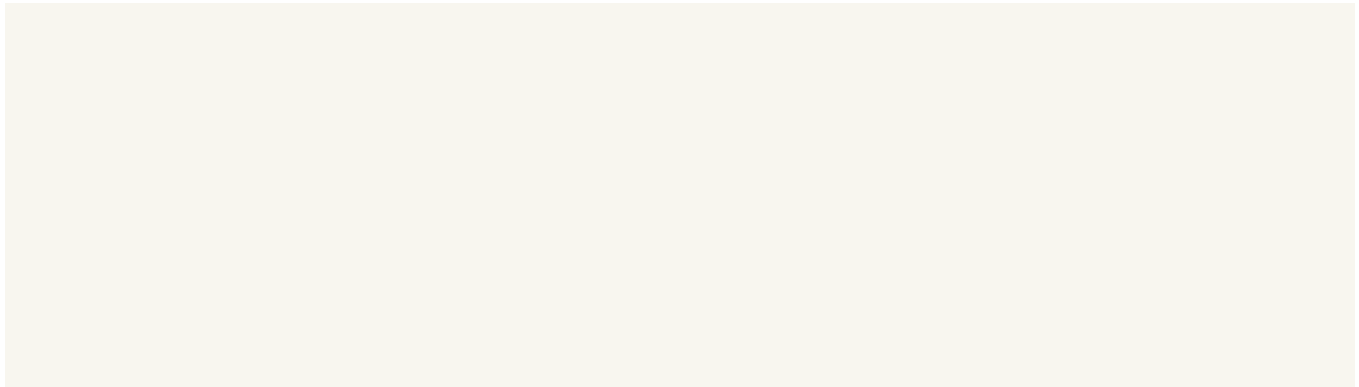
WHAT EXPERTISE DO WE BRING? WHAT SOLUTIONS ARE WE PROVIDING

For proposals, this position and understanding your expertise and experience that you have can help you better qualify those opportunities you are pursuing.
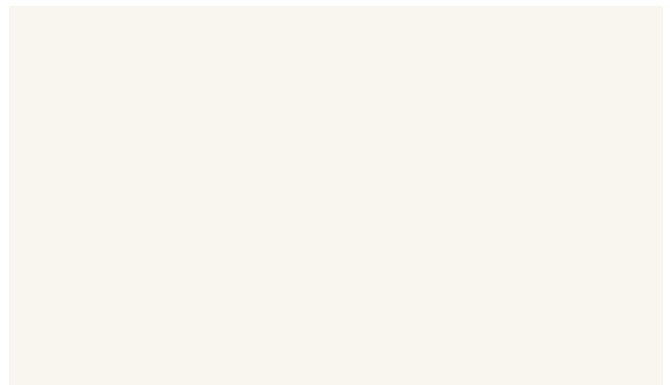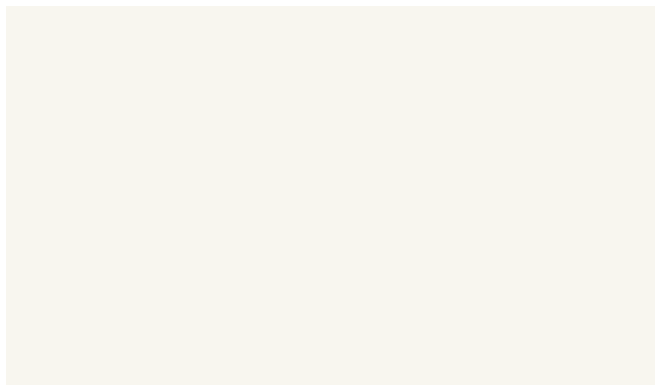
CREATE YOUR INTERNAL POSITIONING STATEMENT

This is your value proposition, the compelling why + what for that keeps you opening your doors day after day. By taking the time to spell out exactly what we do, who it's for, and why we're better, we can begin to crystalize the messaging that makes a connection. This activity can work for your firm's overall statement and can be done as needed to develop your pursuit-specific positioning statement!

IT'LL SOUND SOMETHING LIKE THIS:

For (your best customer) that needs (the thing you do), (your org's Name) is the (type of organization) that delivers (the thing you do so well) because only (your org's Name) (does this thing better than anyone else).

Work through these 4 steps & then go back & fill in the full sentence.

1. For the_____ who needs: (Who is your best customer/client & what do they need from you?)

2. We are the:
(What kind of an organization are you? Share who you are to your best customers/clients.)

3. That delivers:
(What do you give them? Share the goodies and information they buy from you.)

4. Because only we:
(Why are you better than everyone else? No one else can deliver like you.)

YOUR STATEMENT:

For _____that needs _____, _____ is the _____that delivers _____because only _____ _____.