Competitive Positioning

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KNOW THYSELF!
Competitive Positioning

WHAT MATTERS MOST
IS HOW YOU SEE YOURSELF.

KNOW THYSELF!

- Know your product or service

- Know your resources and objectives

- Know your customers and positioning in the domestic market. Your international customers and positioning will likely resemble those in the domestic market.

- Know your value proposition. What do you offer that others don't or can't?

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DIFFERENTIATION!

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DIFFERENTIATION! The key to positioning.

- USA manufacturers generally won't be the lowest cost in the marketplace. Can you compete on value?

- What message can you offer to end users? Social or Environmental responsibility? Durability? Cost Savings?

- Is service important to your business? Can you offer the same service in your target market?

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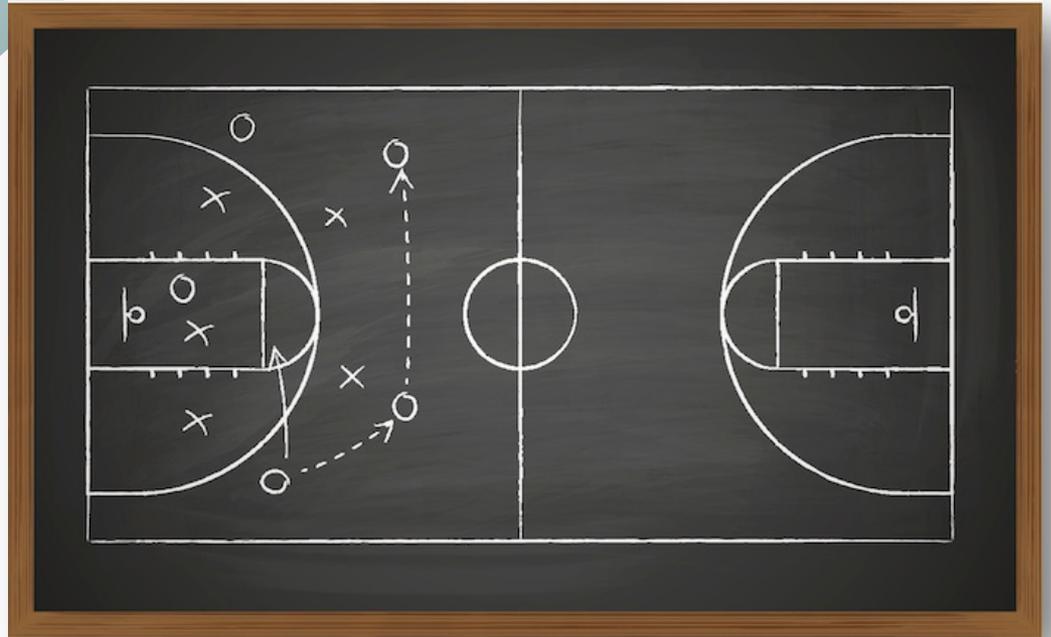
KNOW YOUR
TARGET MARKET!
Competitive Positioning

KNOW YOUR TARGET MARKET!

- Do your research! Why can you succeed?
- Can you replicate your business model in your target market?
- Who is your competition-What do they offer?
- What local conditions could be obstacles?
- What local conditions could be opportunities?

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EXECUTE YOUR STRATEGY!

- Differentiation of your product and service. What is your message?
- What is the most effective way of delivering your message? Via trade shows, advertising, website, e-mail blasts, or a mix of methods?
- Allocate your resources to the most effective mix of methods.
- Capitalize on opportunities to penetrate the market, establish yourself and further your message

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TWEAK, BABY, TWEAK!

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TWEAK, BABY, TWEAK!

- Change is constant, you will need to update your message and methods in response to success or failure.
- New competitors and competitors adjusting to meet your challenge.
- Technological changes will impact your customers' situation
- Political changes will impact your customers' situation.

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