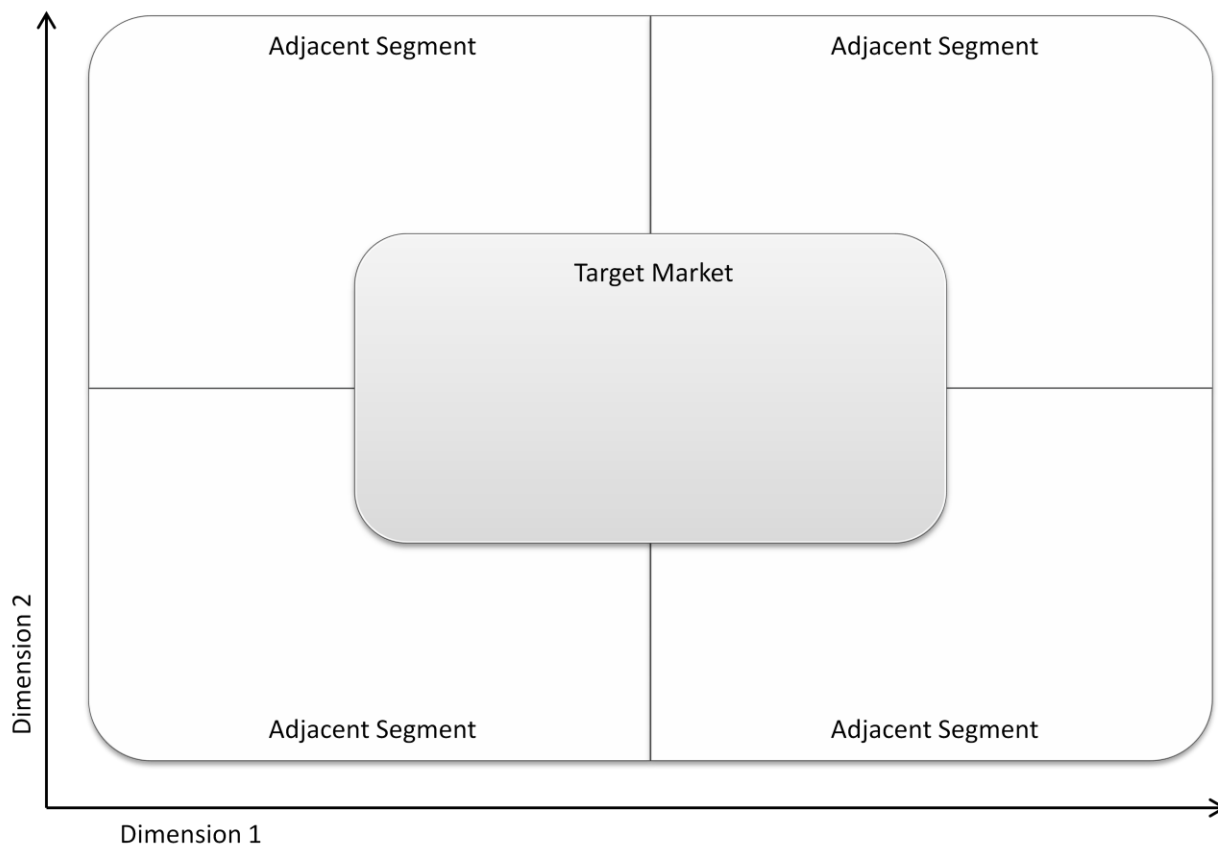


## Target Market Selection

Define a group of potential customers whose problem or use of your solution share several characteristics/dimensions. Choose a segment of the market in which:

- you are differentiated
- you can deliver value quickly
- customers are accessible
- there are adjacent markets for growth

One approach is to segment the market along two dimensions and choose a target segment that lies within relevant adjacent segments.



## Value Proposition

Based on your target market selection, identify the problem they have in common and how the use of your solution provides unique value. This is the company's raison d'être and fundamental strategy. Consider – How big is the problem? How unique is your solution?

<b>Target Customer</b>	
<b>Customer Problem</b> <i>Situation that puts them in your market</i>	
<b>Relevant Solution</b> <i>Product/service offering</i> <i>Features &amp; attributes</i> <i>Compelling reason to buy</i>	
<b>Specific Benefits</b> <i>Quantified value</i> <i>Key differentiation</i>	

## Benefit Ladder

Express how your solution meets customer needs at a functional and emotional level. Consider which level will be the focus of customer communication. Higher levels can be more powerful once functional benefits are well established among target customers.

<b>Emotional Benefits</b> <i>How customers feel about your product/service</i>	
<b>Customer Benefits</b> <i>Customer advantage based on functional benefits</i>	
<b>Product Benefits</b> <i>Functional benefits provided by product attributes</i>	
<b>Product Attributes</b> <i>Features and attributes of the product/service offering</i>	

## Frame of Reference

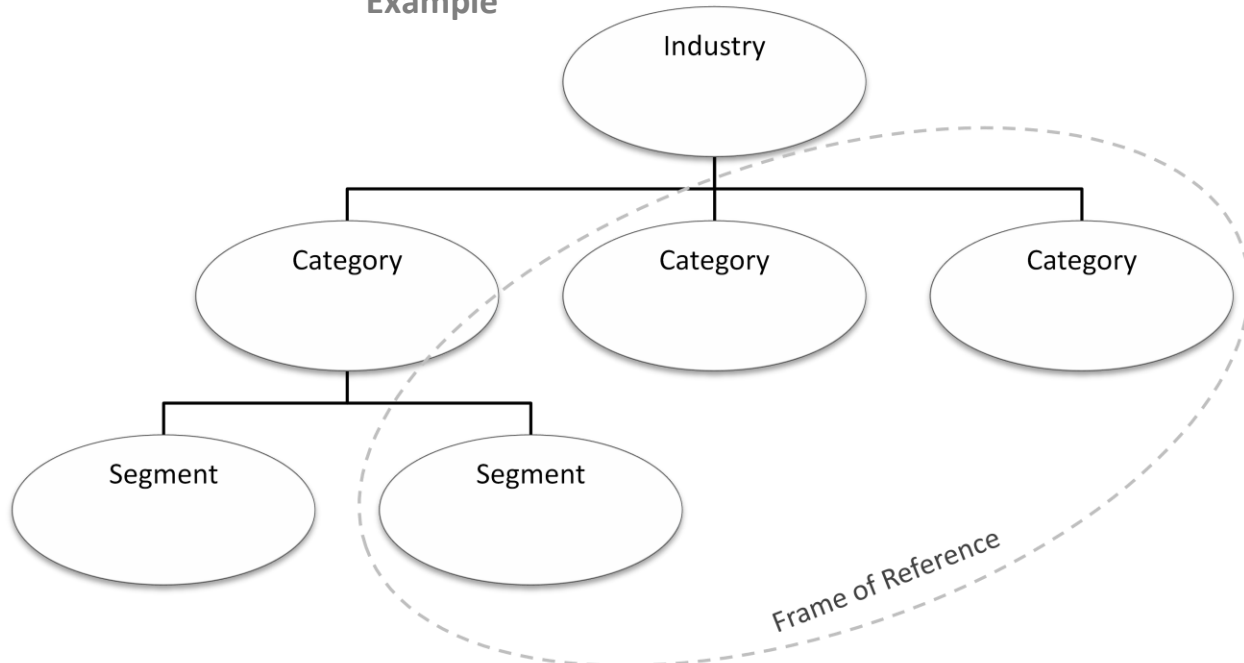
Define the buyer's category of options which establishes your competitive set and from which you will compare/differentiate in your communication. The frame should be:

- from buyer's point of view
- large enough to capture meaningful volume
- small enough to be differentiated

One approach is to identify the categories and/or segments within the industry which make up the competitive set and define the broader frame within which customers make choices.

*Note: Source of Volume will be from a larger group of categories and segments. The Frame of Reference is the relevant boundary for comparative communication to a target market.*

### Example



## Positioning Statement

Develop a framework for communication which combines the previous elements into a strategic statement:

- which demonstrates an understanding of your customer
- which conveys how you deliver unique value
- which establishes the competitive field

<b>For [target end user]</b>	
<b>who wants/needs [compelling reason to buy]</b>	
<b>[product name] is a [frame of reference]</b>	
<b>which provides [key benefit].</b>	
<b>Unlike [main competitor],</b>	
<b>[product name] is [key differentiation].</b>	