

An introduction to

# POSITIONING



shirlaws  
Love Enterprise

## Introduction

### Purpose of this document

This document provides an introduction to the concept of the Shirlaws Positioning Framework.

## What is the Positioning framework about?

### Context – focus

The Positioning framework context provides the business with its focus.

### Content

#### What is Positioning?

Positioning is a business exercise done before any marketing takes place. It impacts the entire business model, including how the business and management operate. Before a company can market itself, those leading it must decide on the proposition to take to the market, i.e. their Positioning.

#### Why undertake Positioning?

In markets where there is a lot of choice for the consumer, as exists today, a Positioning strategy is designed to put one's product in the mind of the consumer before someone else's. The consumer's view is that all products look the same after a while. Positioning makes the product stand out from the crowd.

- What if you knew your niche as a business or person?
- What would the business look like?
- Who would you work with?

#### Commercial and Cultural Outcomes

Whenever a Shirlaws framework is implemented within a client's business, it is necessary to identify, quantify and qualify the **commercial** and **cultural** outcomes of that implementation process.

In this context, commercial outcomes are those that can be quantified by numbers, the facts, figures – the hard side of business.

Cultural outcomes are based on the softer side of the business, i.e. feelings, emotions, behaviours.

Some examples of commercial and cultural outcomes from implementing Revenue in a business may include:

- Attracting the right businesses and people
- Aligned Product and Distribution strategies
- Competitive edge and profile
- Consistency internally and externally
- Recognition, focus and pride.

Example questions a client could be asked:

- What makes you different? (internal focus)
- How are you perceived in the market? (external focus)
- Does that external perception help or hinder you?
- What's one word that describes your business?
- What's your focus in the marketplace?
- How aligned are you across Product, Price, Market and Service within all your products or services?

## L1 Concept

### What is Concept?

The **Concept** layer refers to the vision and ideas generated. It is the process of introducing an overview – the **why**.

### What does the Positioning Concept look like to the client?

- Marketing my business.

### What does Positioning concept feel like to the client?

- Indifferent – we already do marketing.

### What blocks the client from moving to the next layer?

- What's this got to do with my business? It's only for the big boys.

### What expectations need to be set with the client?

- Getting the Positioning of your business right takes time and money.

## What does the Positioning Framework look like?

The following is a depiction of the core diagram for the Positioning Framework.

One word			
Market	Service	Product	Price
—	↑	↑	↓
↑	↑	↑	↑

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