

# The Channel's positioning checklist

## Start planning

So how does your value proposition look? Does it answer the questions: "Why should I buy this product or service?" as well as "Why should I do anything at all". Make sure it's is a clear and specific statement about the tangible benefits of an offering.

## Initial planning questions

1. What pressing problem does your product solve for your prospective customer?

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2. How is your prospect solving that problem today?

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3. What specific benefit does your product deliver?

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4. Why is your product better than the current solution and the competitive alternatives?

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5. What makes your product unique in a way that is relevant to your prospect?

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6. Can you communicate this difference in a way that sets your product apart from the competition?

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**When creating a value proposition note the first portion of the value proposition asserts the value of the offering and the second sentence asserts the positioning of that value.**

### First Sentence:

- For (clearly establishing your target)
- Who (clearly state the need or opportunity)
- The [product/service name] is a [product/service category] (clearly state your product or service)
- That (clearly state the benefit)

### Second Sentence:

- Unlike (primary competitive alternative)
- Our product (statement of primary differentiation)

## For your value propositions to be persuasive they should be:

- Distinctive
- Resonating
- Measurable
- Defendable
- Sustainable

## When developing your value propositions, ensure your methodology covers the following areas:

- Core values are \_\_\_\_\_
- Customers are \_\_\_\_\_
- Core competencies are \_\_\_\_\_
- Industry trends are \_\_\_\_\_
- Value chain capabilities are \_\_\_\_\_

## Expected outcomes from all this include

- Increased revenues
- Faster time to market
- Improved operational efficiency
- Increased market share
- Improved customer retention levels

## Other tips

- Do a needs analysis and look to diagnose and address the pain.
- Use language that centres the customer aspect.
- Look for the source of value.
- Be highly critical of your own positioning, how are my current clients better off from doing business with me?
- What truly differentiates the offering?
- Define the market and the key attributes that define the 'relevant' product space.
- Canvas perceptions of attributes with a view to determining the occupied mind space.
- Map out the value customers derive and the attributes your services offer to create the first draft of your positioning.
- Test it on people who don't really know what you do or what you sell, watch their expressions and listen for their response. If they laugh you've probably got it wrong!
- When they want to know more about your '...never lose a day' web hosting services, you'll know you're on the right track.



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