

AMBIENT STRATEGY

Positioning Workshop

This is an outline for how a 2-day Positioning Workshop typically runs. Before the workshop we will schedule at least 1, usually 2, pre-workshop meetings for me to review the sales and marketing materials you will send me (I will send you a list once we decide to move forward). In the pre-workshop meeting we will also discuss who should participate in the workshop. In general we have a group of 4-12 people representing sales, marketing, product, development, success plus the founders/CEO/executives responsible for the business.

Below is an example of the structure of the workshop and the expected outputs of each day.

Agenda

Introduction: Positioning - the what, why and how

I will briefly cover the history of positioning, and why it's more important than ever to get your positioning right. We then move into breaking down a market position into component pieces, and define what each of those are. This will include a relevant case study.

Positioning: Defining the component pieces for your product

Once we have level set on on the component pieces of Positioning we will work through an exercise to define those for your product. This will include:

- **Competitive Alternatives:** Keeping your product's best current customers (or beta accounts) in mind, what do customers consider to be the alternatives to the solution?
- **Key Unique Differentiators:** The key attributes of your solution that set you apart from other alternative solutions that customers might use.
- **Value Delivered:** The value for customers that those key attributes deliver.
- **Characteristics of a Customer that Cares a Lot:** The customer segments that care the most about the value that you can deliver.
- **Market Category Frame of Reference:** The market category within which your key attributes make the most sense to the Low Hanging Fruit target customers.

Output of Day 1: At the end of Day 1 we will have produced a Positioning Document that outlines the overall Positioning for your product.

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Day 2 Part 1: Recap of the work from Day 1

We will briefly go over the work that was completed in the first workshop, including the component pieces and the market we determined we should position in. If there were outstanding items from the first day, we will cover those here.

Day 2 Part 2: Translating Positioning into a “Sales Narrative”

The main focus of Day 2 is to translate the positioning that we created in Day 1 into a “Sales narrative.” In this exercise we will focus on a “sales narrative” that works to communicate the positioning of the product in a first sales meeting. We will not be focusing on graphics or exact copy for slides, but rather the overall story arc that needs to be communicated. You can think of the narrative as the way you would pitch a new prospect on your product when they know very little about it. The story is not the same as a sales deck but is, in my opinion, a very good starting point for building one.

The goal of the sales narrative are as follows:

- It helps set the borders of the discussion by focusing in on the relevant problem space
- It helps set context with the customer around what current solutions this new solution could potentially impact or replace
- It helps guide the customer toward your point of view of both the problem and, more importantly, the characteristics of an ideal solution to that problem
- It gives you a structured way to talk about your key features while explicitly relating them to the value that those features enable for customers
- It helps you bolster the case for that value by mapping it to unique features and proof that you can deliver what you say you can deliver

On Day 2 we will work through the narrative in a series of steps in this order:

- A level-set on the problem that customers are attempting to solve
- An overview of existing typical solutions to that problem and the weaknesses or shortcomings of each of those solutions.
- The overall characteristics of an ideal solution
- How we introduce the product
- The main points of value the product delivers and the features that enable those
- Common objections and responses
- Proof – customers or other data that proves the value of the solution
- The ask – what you would like customers to do next after the presentation

Output of Day 2: A document that captures the sales narrative story arc.