

Blackblot® PMTK

Product Positioning



<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

This document describes, to intra-organizational audiences, the actual and desired way in which customers perceive a product when compared to its competition. Product positioning, described in this document, is the foundation to many product marketing efforts and marketing communication collateral.

<Comment: The common definition for product positioning is "the place a product occupies in the customers' minds relative to competing products". Product positioning is the process that establishes the customers' perception of the product, which is the goal of this process.>

2. Overview

2.1. Section Objective

This section aims to provide a better understanding of the forces, trends, and situational environment that affect the positioning process and statement.

2.2. Market Description

<Define and describe the target market, especially its key characteristics, which the product is targeted towards.>

2.3. Target Customer

<Define and describe the general customer profile the solution is targeted towards.>

<Comment: The Customer is the entity that takes (financial) responsibility for the product. The Buyer is the entity that decides to obtain the product (solution). The User is the entity that interacts with the product.>

2.4. Target Buyers Description

<Define and describe the buyers, the entities that decide to obtain the product.>

2.4.1. BDM (Business Decision Maker) Buyers

<Define, list, and describe the BDM buyers. Also relate to their level of knowledge and buying authority.>

2.4.2. TDM (Technical Decision Maker) Buyers

<Define, list, and describe the TDM buyers. Also relate to their level of knowledge and buying authority.>

2.5. Target Users

<Define, list, and describe the targeted users. Also relate to their level of knowledge and influence on the buying decision.>

2.6. Market Problem

<Define and describe the market problem which the product aims to solve.>

- 2.7. Product Description
<Define and describe the product which aims to solve the aforementioned market problem.>
- 2.8. Solving the Problem
<Describe how the product solves the market problem.>
- 2.9. Product's Problem Solving Features
<Define, list, and describe the top product features that directly address and solve main facets of the market problem.>

Market Problem Facet	Solution	Feature

- 2.10. Competitors and Competing Products
<Define, list, and describe the competitors and their products that are in direct competition to your product, attempting to solve the same specific market problem.>

3. Product Positioning

- 3.1. Section Objective
This section deals with developing a product positioning statement, which is used as the basis for developing clear and focused marketing messages that communicate the product's unique psychological placement and value proposition to multiple audiences.
- 3.2. Current Perception
<If applicable, describe the present disposition and perception the target market may hold towards your company and products.>
- 3.3. Value Proposition
<Describe the product's "resultant value proposition" and "relative value proposition".>
<Comment:
- "Resultant Value Proposition" is an implicit promise a product holds for customers to deliver a fixed combination of gains in time, cost, and status.
 - "Relative Value Proposition" is an implicit promise a product holds for customers to deliver a desired ratio of benefits and costs[customer].
 - "Total Cost of Ownership" (TCO) is the aggregate expenses incurred by the customer from buying and using the product (essentially costs[customer]).
 - Common relative value propositions, which are based on the ratio between features and "Total Cost of Ownership" (TCO), include:
 - Much more features for more TCO.
 - More features for the same TCO.
 - More features for less TCO.
 - Same features for less TCO.

- o *Less features for much less TCO.>*

3.4. Unique Selling Proposition

<Describe the product's Unique Selling Proposition.>

<Comment: The Unique Selling Proposition is a key value differentiator which sets the product apart from other competing products.>

3.5. Core Two Sentence Positioning Statement

"For the <Enter target customer> who <Enter statement of need or opportunity>, the <Enter product name or category> provides <Enter statement of key benefit>. Unlike <Enter primary competitive alternative>, the <Enter statement of primary differentiation>".

<Comment: You may be able to identify several key or core positioning statements relative to the product itself and its target audiences. You may also be able to articulate internal and external positioning statements relative to your company.>

3.6. Competition's Positioning

<Define, list, and describe how the competitors position their products that are in direct competition to your product, attempting to solve the same specific market problem.>

4. Supporting Data

4.1. Section Objective

This section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

4.2. Assumptions

<Describe any assumptions made when writing this document.>

4.3. Research Information

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

4.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>