



POSITIONING

A 90-Day Implementation Guide to Help
You Create Your Marketing & Sales Azimuth

Published by Deore Design

TABLE OF CONTENTS

3

Introduction

Overview

4

Key One

Consistent Brand Identity

8

Key Two

Visceral Market Understanding

10

Key Three

Compelling Flexible Offering

12

Conclusion

Next Steps



OVERVIEW

Strategic Alignment: the synchronization of marketing and sales efforts in such a way that you can scale your business without hassle.

To establish Strategic Alignment, you need to focus on positioning, process, tools, and metrics. This 90-day guide is centered on positioning and has been created to help you roll out your revised strategy.

As you learned in the on-demand video sessions, positioning is the azimuth of marketing and sales. An azimuth tells you what direction to face. Every business needs that.

There are three keys that help you create or refine your marketing and sales azimuth to ensure you are facing the right direction:

Key 1 – Consistent Brand Identity

Key 2 – Visceral Market Understanding

Key 3 – Compelling Flexible Offering

These keys equip you to develop and execute a positioning strategy that aligns your marketing and sales efforts and catalyzes long-term success. This material can be applied at multiple different levels.

Start applying this teaching at the organizational level; then once your marketing and sales azimuth is set company-wide, apply it on micro-levels.

At this point, you should have a head start on documenting your history, key terminology, mission, vision, values, customer touch points, ideal client profile, competitive landscape variables, story pitch, and competitive advantages.

This guide will help you navigate how to solidify this documentation formally, make updates internally to reflect any changes, and communicate your revised strategy to your target audience.

If you don't implement these changes internally, you won't know if you are facing the right direction. More importantly, if your team doesn't know what direction to face, they will relay different messages to your prospects and opportunities will be lost.

1 KEY ONE

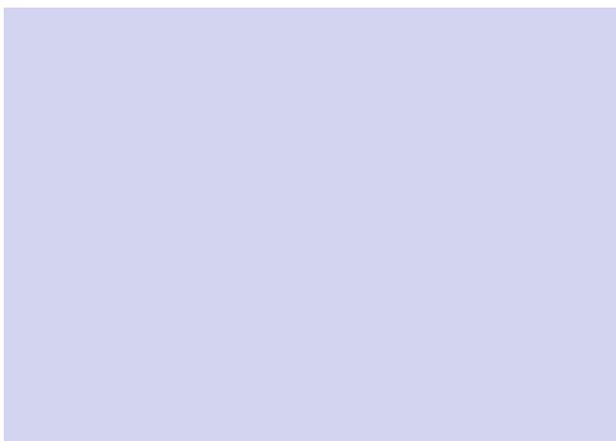
The first key to creating your marketing and sales azimuth is developing a consistent brand identity.

If you or your employees don't know who the business is, the business's brand identity, then how do you expect your target audience to understand. There are three main elements of developing a consistent brand identity: preparing the map, creating a true north, and making an impression.

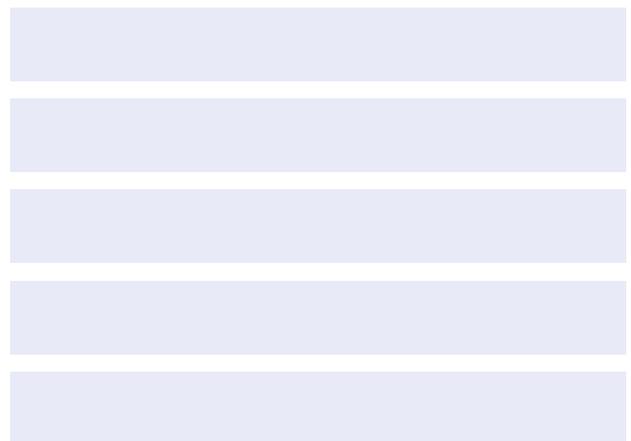
Element 1: Prepare the map. To know if you are headed in the right direction when it comes to brand identity, you need to plot your points and develop your legend.

Plotting your points is looking to the past and documenting what has worked and what hasn't when it comes to how the business and its offerings have been perceived by the target audience. By documenting what has worked, you have an opportunity to keep the momentum. By documenting what hasn't, you have the opportunity to innovate and course correct.

What has worked in the past for your business or team?



Write five actions that will allow you to keep this momentum.



What hasn't worked in the past for your business or team?

Write five actions that will help you course correct.

Formalize your list of key terminology and add a layman's definition.

Term	Definition

Select one of the following ways to educate your prospects on these terms and set aside some time over the next 90-days to execute.

<input type="checkbox"/> FAQ Page	<input type="checkbox"/> On-Demand Webinar	<input type="checkbox"/> Other (Fill in the blank below)
<input type="checkbox"/> Terminology PDF	<input type="checkbox"/> Brochure	
<input type="checkbox"/> Animated Explainer	<input type="checkbox"/> One-Pager	

Note: You can start to build your own [Strategic Alignment Guide](#) – a place where you can formally document your positioning and make it available to your entire team. Use your answers here to complete **“Company Overview”** and **“Key Terminology”** in the [Positioning Document Template](#).

Element 2: Create a true north. In business, true north refers to what you should do or who the business should be. It is shaped by your mission, vision, and value statements.

Your mission statement explains why the organization exists. Your vision statement describes what the organization hopes to achieve. Your values statements articulate what you will stand for along the way. These statements are important at the organizational level and at a project level.

VISION STATEMENT

Write down your company's vision statement. Single underline what you hope to achieve.

MISSION STATEMENT

Write down your company's mission statement. Single underline the structure of the company. Double underline who it serves. Triple underline how it serves. Quadruple underline why it matters.

VALUES STATEMENTS

Write down your company's values.

Where do your statements need to be on display?

Consider the following areas: website, local office, home office, email signatures, etc.

Is your team familiar with your statements?

Create a survey to evaluate where your team is at. Your team needs to be bought-in.

If you are hitting this out of the park, complete the exercises for a specific project.

Note: You can start to build your own Strategic Alignment Guide – a place where you can formally document your positioning and make it available to your entire team. Use your answers here to complete **“Vision,” “Mission,”** and **“Values”** in the Positioning Document Template.

Element 3: Make an impression. Each encounter with a prospect is an opportunity to make an impression with words and visuals.

To develop a consistent brand identity, you must establish consistency with all impressions. This is where a brand identity guide comes into play. Put parameters around your business’s aesthetic and personality to ensure that each touchpoint is making a meaningful mark.

Visit strategicalignmentprogram.com/resources to download a brand guidelines template. If you don’t have brand guidelines in place, take the time to roll this out.

If you do have brand guidelines in place, rate the following areas to ensure all interactions are leaving a consistent, meaningful mark.

Impressions	Needs Work	Somewhere In Between	It’s Perfect
Website			
Social Media Profiles			
Slide Decks, eBooks			
One-Off Social Posts			
Blogs			
Infographics			
Videos			
Documents, Flyers			
Communication Tools			
Email Marketing Campaigns			
One-Off Email Signatures			
Call Scripts			
Office Signage			
Event Displays			
Business Cards, Letterhead			
Promotional Items			

2 KEY TWO

The second key to creating your marketing and sales azimuth is getting a visceral market understanding.

Where the first key was internally focused; this key is externally focused. If you or your team doesn't know how to define your target audience, then how do you expect to effectively market and sell to them. There are two main elements of getting a visceral market understanding: profiling the target audience and landscaping current solutions.

Element 1: Profile the target audience. To establish an intuitive understanding of the market in which your business sits, you need to profile the target audience.

This element is a characterization, a one-size-fits-most. Though there may be occasional outliers, getting a grasp on the majority is critical to your marketing and sales positioning success. As you build this profile, consider: who they are, where they are, and how they want to be pursued.

PERSONA ONE

Demographic:
Income:
Title:
Location:
Connection Point:
Triggers:
Persona:
Interests:

PERSONA TWO

Demographic:
Income:
Title:
Location:
Connection Point:
Triggers:
Persona:
Interests:

Reflect:

How can you pivot your approach to better connect with your target audience?

How can you anticipate the triggers they face to need your product or service?

How can you meet them where they are?

Note: You can start to build your own [Strategic Alignment Guide](#) – a place where you can formally document your positioning and make it available to your entire team. Use your answers here to complete **“Ideal Customer Profile”** in the [Positioning Document Template](#).

Element 2: Landscape current solutions.

To establish an intuitive understanding of the market in which your business sits, you need to landscape external providers and internal approaches that solve your target audiences' problems.

There are many ways to conduct a competitive analysis. One of the more common tools is to use a grid with two axes. This tool is great when used with multiple iterations. For example, the first iteration could be cost and quality; the second iteration could be form of delivery and value-add; the third could be market presence and satisfaction.

Solidify the six factors you want to consider and plot them on the axes. Then make a list of 5–10 competitors. Once you have this complete, plot your competitors on each grid to get a better understanding of where you are in relation to them.

List of Competitors

GRID ONE	

GRID TWO	

GRID THREE	

3 KEY THREE

The third key to creating your marketing and sales azimuth is forming a compelling flexible offering.

Think about your favorite movie, your favorite book, or even your favorite childhood story. They all follow the same framework. There's a character or group of characters who encounters a problem and is in need of a rescuer to help them overcome their problem and live happily ever after.

With your brand identity and target audience established, you can use this framework to build a solution set that addresses your ideal client's problems. Your response is your compelling flexible offering, and it consists of three elements: recognize problems faced, respond with a solution, and present competitive advantages.

Element 1: Recognize problems faced. In recognizing the problem faced, the focus shifts to comprehending those problems in such a way that you can take on the role of rescuer. You need to know what your target audience's problems are in detail before responding with a solution.

Element 2: Respond with a solution. Using the current landscape you created of your competitors, find the empty gaps and respond to your target audience with a unique or better solution. It's important to note that this solution or solutions may change in response to something out of your control, like an increased need in the marketplace or a pandemic.

Element 3: Presenting competitive advantages. Once you've recognized your target audience's problems and determined how you will respond, you need to present competitive advantages; the reasons why your target audience should choose you.

Make a list of your target audience’s problems. Circle the three biggest pain points that you see time and time again. Next to the circled items, write how you solve that problem. In the third column, write why your solution is better than your competitors; write why your target audience should choose you.

PROBLEMS	SOLUTIONS	WHY YOU

Note: You can start to build your own [Strategic Alignment Guide](#) – a place where you can formally document your positioning and make it available to your entire team. Use your answers here to complete **“Problems Customers Face,” “Solutions Company Offers,” “Competitive Advantages”** and **“Elevator Pitch”** in the [Positioning Document Template](#).

NEXT STEPS

- Share your Positioning Document with all involved in marketing and sales.
- Get feedback, refine, and publish your Positioning Document internally.
- Update internally focused items to reflect your Positioning Document.
 - Communications of mission and vision statements
 - Presentation of values statements
 - Brand guidelines
 - Company policies
- Update messaging of external items to reflect your Positioning Document.
 - Marketing Materials
 - Website
 - Social Platforms
 - Slide Decks
 - One-Off Social Posts
 - Blogs
 - Infographics
 - Videos
 - eBooks
 - Email Marketing Campaigns
 - Sales Enablement Tools
 - Call-to-Action in Email Signatures
 - Email Follow-Up Templates
 - Call Scripts

Congratulations on completing your first module and implementation guide. You are on your way to synchronizing your marketing and sales efforts in such a way that you can scale your business without hassle. See you soon for your module on process!

REMINDERS

The positioning question and answer session will be held on **November 1 from 12–1pm CST**. During this session, I will be available to help you navigate any blockers you are facing as you implement your positioning strategy.

Second, though much of this Program is at your own pace, you are on the same track as a number of other participants. I encourage you to **connect with them in the Networking area** of your portal to brainstorm.

Finally, if you need a little extra support, you can **book a 1on1 with me at strategicalignmentprogram.com/1on1**.

