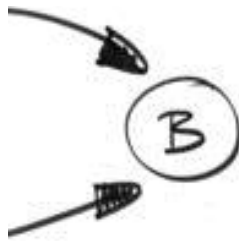


Strategic Positioning

Only if a company is well positioned do customers believe that it can provide satisfactory services. The central question is: What does your company stand for? If you do not want to drown in the sea of offers and advertising messages, you need more than just a unique selling proposition (U.S.P.). Together with you, we develop the differentiating positioning that guarantees you a meaningful place in the memory of your target group.



It is not about using your head to break through the wall, but about using your eyes to find the door.

Werner von Siemens

Typical Cases

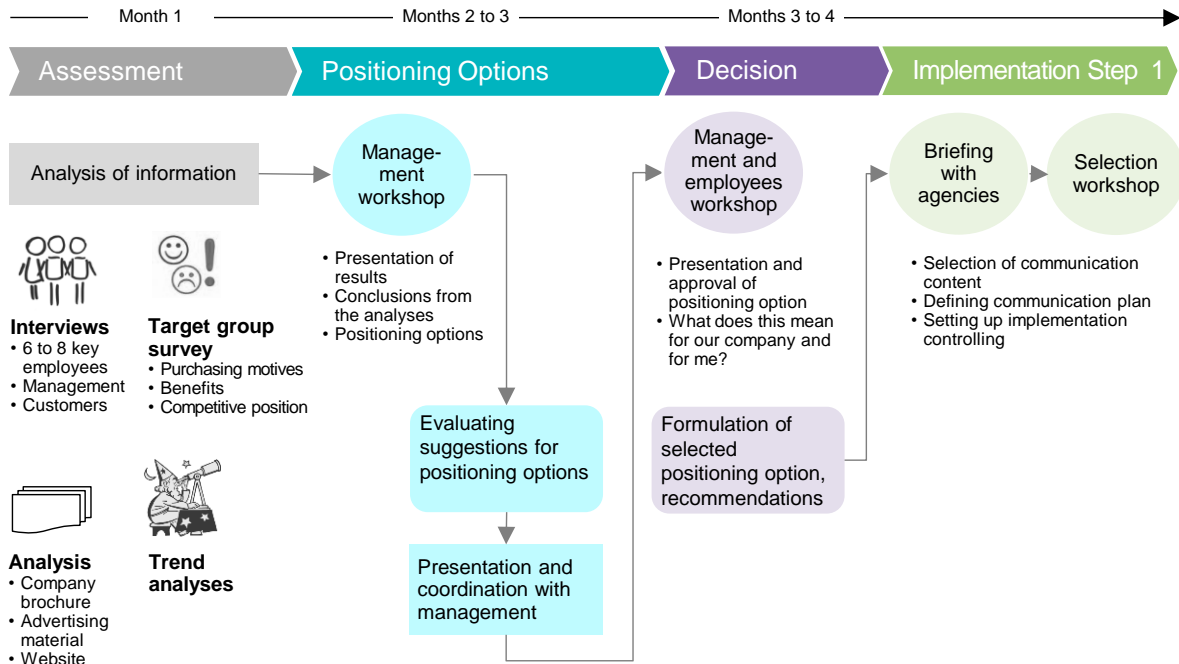
- Your sales staff talks too much about the price (of the competitors' products).
- You don't really have a clear answer to the following question: "Why should customers purchase something from YOU and not from your competitors?"
- You need more than 30 seconds to answer the question "What does your company stand for?"
- You have the feeling that your strategy work has not been effective enough so far.
- You would like to change your product portfolio and conquer new markets and target groups.
- You start up a new business.
- You want to launch a new product.

Benefits

- In your strategic positioning, you have determined
- which clearly defined target groups have which relevant demands.
 - which clearly described benefits you will provide and how you will provide them.
 - in which way your selling proposition differs from the propositions of your competitors.

Strategic positioning forms the core of your strategy as well as of internal and external communication. It enables you to implement your strategy in a motivated, goal-oriented, successful and meaningful way.

Typical Steps of „Strategic Positioning“



We support you by ...

- developing a customized positioning process.
- contributing instruments and methods.
- surveying customers and providing trend and market analyses.
- encouraging you to concentrate on your strengths.
- facilitating the overall process and providing a meaningful implementation plan.