

Getting into the Mind of Your Customer

MARKET CHALLENGE: POSITIONING

Positioning starts with a product: merchandise, service, company, or institution. Positioning is not done to the product—it is what is done to the mind of your target customer. It's all about creating “mind space.” It should be your first thought in how to get heard in a sea of overcommunication.

Your ultimate outcome should be a **positioning statement**. The most common elements of a positioning statement include: Target, Category, Your Point of Difference, Payoff (the ultimate benefit), and Reasons to Believe.

The most important component is the **Payoff**, and it is based on a deep and intuitive understanding of the consumer, customer, or end-user. It defines what motivates people to act. The more emotionally laden the better, even in B2B.

Associating your product with an emotion is huge. It is more likely to be remembered and stand for something unique.

The primary role of research is to identify the Payoff and the underlying emotion. This is done through careful and deliberate discussion with the target customer. It requires a high degree of trust between the interviewer and interviewee, and techniques to get people to think abstractly. From there, your research team needs to report back what people mean, not what they say.

Mind space is created when the target customer hears your message and it instantly resonates. That is, your target customer knows that you are talking directly to him or her, and that you get them. The insight leads to empathy and leads to mind space.

LEADING BENEFITS OF POSITIONING

- Consistency in messaging is important & makes your marketing spend more effective
- Organizational alignment
- Points of differentiation lead to higher gross margins
- Brand equity is an asset with a financial value
- Builds a firewall against changes in the market and competitive actions

Get Smarter

We highly recommend the book *Positioning: The Battle for Your Mind*. It's a marketing classic, an easy read, and worth the time.

Kickstart

You can quickly activate the positioning process with a workshop focused on your own brand and products. It is an excellent way to enhance skills, roll up internal ideas, and identify gaps in your knowledge. [Contact us for more details.](#)