



Vantage Point Associates Positioning & Value Proposition Workshop

Audience

1. Product and market managers who wish to adopt a customer-centered approach to the design and execution of strategy.
2. Managers who participate on business teams that are responsible for developing market-focused strategies for products and markets.

Key Benefit

By employing a customer-centered approach to product and market strategy, organizations can build a stronger link between the targeted customers' needs and wants and what their firms offer. This workshop helps participants develop the linkage by applying two concepts: **positioning** and **value proposition**.

A positioning statement for a targeted group of customers establishes how you intend to satisfy their important needs and wants in a way that is distinctively different from your competitors. A value proposition specifies how you must align organizational resources in order to deliver the value promised by the positioning statement, and thus serves as a blueprint for implementing your positioning statement. Together, positioning and the value proposition fully specify how you intend to win targeted customers.

Workshop Objectives

After completing this workshop, participants will be better able to

1. Establish a positioning platform that specifies the approach on which the positioning statement will be based.
2. Create a positioning statement for a product or customer segment.
3. Describe the value proposition associated with the positioning statement including
 - statement of business objective
 - summary of features and performance required
 - pricing approach
 - communications audiences and objectives
 - ‘top line’ business case
 - tradeoffs and risks
 - implementation assignments and timetable.
4. Analyze the completed value proposition for feasibility.

Topic Summary

Day 1	Day 2
<ul style="list-style-type: none">• Introduction to Positioning & Value Proposition• Developing Perceptual Maps• Choosing and Positioning Platform• Creating the Positioning Statement	<ul style="list-style-type: none">• Value Proposition Building Blocks• Mapping Features and Performance• Selecting a Pricing Approach• Assessing the Feasibility of the Value Proposition• Implementation Requirements

Learning Approach

Before the workshop, participants are asked to gather information concerning customer value and competition. During the workshop, participants apply concepts presented to a specific product or market. Using data gathered in advance, they work through each step in the development of a positioning statement and its corresponding value proposition. As an outgrowth, they will have a summary strategy that, with further refinement on the job, can serve as a guide for implementation.