

# Positioning

Marketing

Claiming a specific place in the customer's mind.

**A position states who it is for, what it offers, and why that is credible against alternatives.**

**For [segment] who [need], we are [category] that [benefit], because [proof].**

**Too broad**

No position.

**For everyone who wants quality**

**Specific**

A position.

**For sceptical first-time buyers**

**The test**

**Would a rival claim the opposite?**

## THE COMMON MISTAKE

✗ **Claiming quality, service and value together**

✓ **Choosing one and being credible on it**

Every competitor claims all three, so the claim carries no information and fails to differentiate.

**If no sensible competitor would take the opposite position, yours is a hygiene factor, not a differentiator.**