Product Positioning Tool

Purpose

The purpose of this tool is to help you position your product by: defining the product, highlighting the target market, identifying industry problems, describing your solution, documenting problem-oriented features and creating primary messaging.

Additionally, this tool contains a Competitive Positioning Map and a Product Comparison Matrix to help you position your products within your industry.

Use this Product Positioning Tool in conjunction with our **Competitive Analysis Tool** and **STEP Analysis** tool to highlight industry issues and opportunities, and **SWOT Analysis** tool to evaluate your company’s competitive advantages.

Product Name – [insert product name]

Product Description

* Describe product in 50 words or less

Target Market Segment

* Who was this product designed for?

Problem

* What problems does your product solve?

Solutions

* What is the ideal solution or other options for solving this problem?

Problem-Oriented Features & Benefits

|  |  |  |
| --- | --- | --- |
| Problems | Features | Benefits |
|  |  |  |
|  |  |  |
|  |  |  |
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|  |  |  |

Primary Messaging

* What is the primary message? (25 words or less)

Competitive Positioning Map

Place your product and each competitive product in one of the four squares on the Competitive Positioning Map. Use this framework to position your company’s products and communicate internally with sales, customer service and product management.

**Poor Value Products**

* Product 1
* Product 2
* Product 3

**Premium Products**

* Product 1
* Product 2
* Product 3

Hi

Cost

**High Value Products**

* Product 1
* Product 2
* Product 3

**Cheap Products**

* Product 1
* Product 2
* Product 3

Low

Quality

 Low High

Product Comparison Matrix

Compare your company’s product with each competitor’s product based on key criteria. The following table is an example; be sure to insert relevant criteria for your industry.

Based on criteria, score each comparable product in your product category.

**Rating Scale:**

1-poor

2-fair

3-average

4-good

5-excellent

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Key Criterion | Our Product | Product 1 | Product 2 | Product 3 | Product 4 |
| Price | 4 | 3 | 2 | 5 | 4 |
| Quality | 5 | 4 | 4 | 2 | 4 |
| Service | 4 | 2 | 4 | 4 | 3 |
| Innovation | 3 | 1 | 4 | 3 | 2 |
| Value for Money | 4 | 2 | 5 | 3 | 3 |
| Other Criteria | 0 | 0 | 0 | 0 | 0 |
| **Total** | **20** | **12** | **19** | **17** | **16** |