

BRAND POSITIONING ASSESSMENT





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About this assessment

This **Brand Positioning Scorecard**, a part 1 of Motive3's 3-part Brand Foundations™ Scorecard. This is a self-assessment designed to give you a quick diagnostic on the 6 areas of competency that signal a well-positioned brand:

1. Customer Insight
2. Competitive Insight
3. Company Product/Service Insight
4. Category Insight
5. Communications Insight
6. Consequence Insight (aka results)

NOTE: Score your agreement with the following statements on a scale of 1 to 5, with 1 being the lowest level of agreement the 5 being the highest. For example:

1- No, or never.

2 - Rarely, or barely

3 - Somewhat, or sometimes

4 - Mostly, almost always

5 - Definitely, always

1. CUSTOMERS

*In this section, we'll use the term “**best fit**” customers to mean the actual customers that you have currently, that believe you deliver high value to them, and who are highly valuable to you as customers. (Note: They may not be your largest current customers in terms of revenue or margin. We're looking for 'fit' here).*

You know exactly who your 'best fit' customers are, and can articulate what makes them a 'best fit'.	
You know what your best fit customers have in common & could easily find and target them via available marketing channels.	
You have a clear idea of what the unmet needs are that your company's product/service uniquely fulfills for your best fit customers.	
You have identified and documented the most requested purchase criteria for your best fit customers.	
For your best fit customers, you know the path that led them to your first interaction, including the online discovery they did to vet you prior to that interaction (for example, the # of pages they visited on your website before contacting you, what the first page was, and which additional pages on your site they visited before getting in touch.	
Average (Total ÷ 5)	

2. COMPETITOR

Your sales, marketing, and product staff know the <i>alternatives</i> your best-fit customers would utilize to meet their unmet needs if your product/service did not exist.	
Your sales, marketing, and product staff know your competitors' unique <i>attributes and features</i> that your product or service doesn't have. (Hint: Attributes and features are facts - ex. 500 megapixels)	
Your sales, marketing, and product staff know your competitors' unique <i>benefits and value</i> that their attributes and features produce. (Ex. 500 megapixels (attribute) means sharp pictures (benefit) that are print-worthy (value))	
Your internal sales and marketing team knows the unmet needs of your competitors' prospects, and the types of prospects and customers that choose them.	
Your competitors' best-fit customers are a clearly different target than your best-fit customers.	
Average (Total ÷ 5)	

3. COMPANY PRODUCT/SERVICE

You've documented the set of <i>attributes and features</i> that are unique to your product/service, and validated that they are current in the last 12 months.	
You've identified and validated the <i>benefits</i> that these attributes and features produce for your best-fit customers. (Bonus points if you've validated this with your customers).	
Your team is able to express the <i>value</i> of the benefits to your customers ie. faster results, longer lasting, dollars saved, etc., in language they would use.	
Your product/service benefits and value are acknowledged as unique and understood by prospects.	
You have quantified the value of the benefits that your product/service produces for your best-fit customers.	
Average (Total ÷ 5)	

4. CATEGORY

Note: Your “category” is often a subcategory of your industry. For example, ‘athletic apparel is a subcategory of apparel overall. And ‘consumer lending’ is a subcategory of finance.

Thinking about the benefits and value your product/service produces . . .

You've documented the types of customers or businesses that need your unique product/service benefits A LOT (For example <i>people who print photographs in large formats</i> need a lot of megapixels). These are your ideal customer segments.	
You know the industry categories these customer segments will seek out to meet their current needs. (For example, people who print photographs in large formats might turn to ‘camera equipment’ stores for their cameras, but will need ‘commercial printing’ to print their photos.)	
These categories above are widely known within the industry and have a name/label that would show up in a Google search. (Example you can search ‘camera stores’).	
Your product/service fits into one of the categories you identified above.	
You know the growth rate of this category that you are in.	
Average (Total ÷ 5)	

COMMUNICATIONS

Company leadership has agreement (documented or undocumented) on your product/service's <i>position</i> in the competitive landscape. (For example, Wal-mart's position is ‘everyday low prices.’)	
Your product/service position is an obviously unique advantage to your best-fit prospects, and they would state it as a reason for buying from you.	
Your position is documented and communicated to all executive, sales, marketing and product staff as a part of regular business (i.e. in onboarding, training, etc.)	
Your website, newsletters, sales materials and other prospect-facing communications all clearly and directly highlight this advantage.	

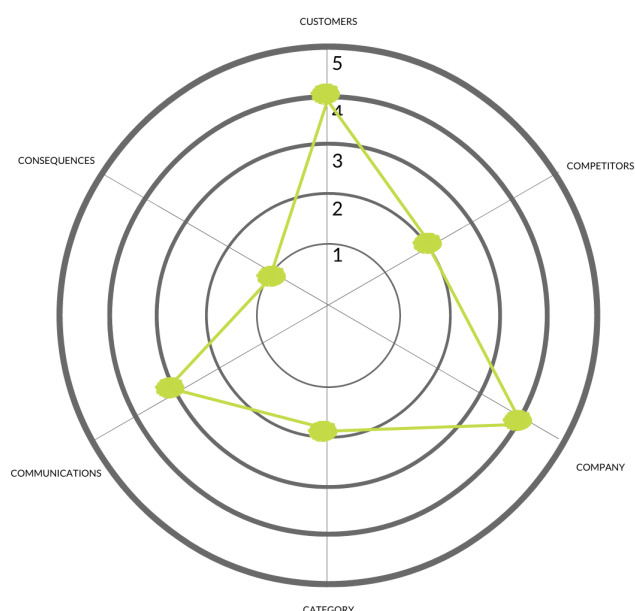
You routinely develop and publish/promote content that reinforces your position on both owned channels (ex. website, social) and external channels (ex. PR, advertising).	
Average (Total ÷ 5)	

CONSEQUENCES

You may not be actively tracking and measuring the following, but thinking in terms of positive/negative trend . . .

Your brand is increasingly recognized in your product category or industry, and your sales cycle is getting shorter.	
The percentage of overall inbound sales contribution is increasing.	
You've reduced customer churn because you're attracting better-fit customers.	
You're noticing that your prospects are showing up more informed about what your product/service is known for.	
Your sales teams are making fewer demands to produce sales assets.	
Average (Total ÷ 5)	

See the next page to place your scores. For example:



**Need help
positioning
your brand?**

We'd love to help.

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Below, place the result of your totals on the corresponding axis to see where you need to focus.

