



"Problems that are created by our current level of thinking, can't be solved by that same level of thinking."

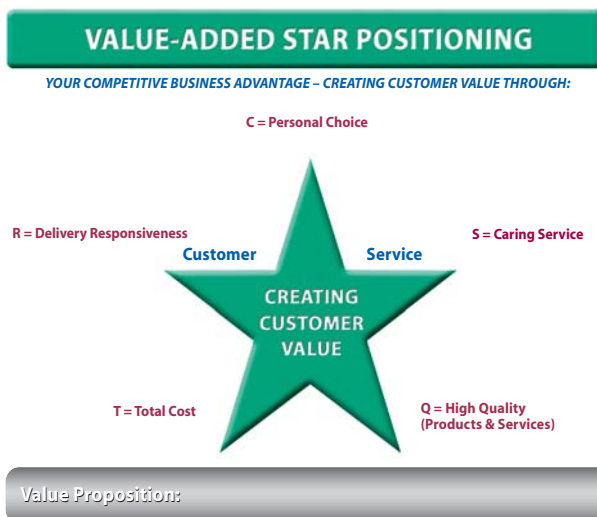
-Albert Einstein

POSITIONING FOR CUSTOMER VALUE

What is unique and better about your company's product or service? What is your position in the eyes of the customer? Vs. the competition? What is it that causes customers to do business with you? Is it sustainable? Is it not easily duplicated? The following checklist will enable you to determine your "Positioning Quotient" to identify your **Customer Edge**.

I. What is your unique competitive advantage and distinctiveness in the marketplace vs. the competition in the eyes of your customer (pick only one)?

- ___ 1. Do you offer high quality, reliable products and services?
- ___ 2. Do you foster close, personal relationships and caring with your customers?
- ___ 3. Are you highly responsive to the customer including ease of access and convenience?
- ___ 4. Do you have a comprehensive range of individual customer choices?
- ___ 5. Is pricing your competitive edge in the marketplace in the eyes of your customers?



II. WHAT'S YOUR PQ (Positioning Quotient)?

- ___ 1. Are you clear who your key competitors are for each of your products/services?
- ___ 2. Do you have a clear understanding of each of your key competitor's strengths/weaknesses and each of their unique positioning (if any) in the marketplace?
- ___ 3. Can you clearly identify who your different customer segments are?
- ___ 4. Do you have a clear understanding of the wants and needs of each of these customer segments?
- ___ 5. Do you have a clear understanding of how each of your customer segments view you vs. the key competition above? (i.e., your main strengths and weaknesses in the marketplace?)
- ___ 6. Do you have any **one thing** that is unique, distinctive and better than anyone else in the marketplace in the eyes of the customer (see #1 above)?

What is it? _____

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