



a **DELUXE™** company

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WHITE PAPER

The Best Positions Your Business Can Own

Define A Position You Can Own
And Make Into Your Biggest **SUCCESS STORY!**

Start With These Ideas To Develop A Winning Position For Your Business

So we have you convinced that to succeed you need a winning position that can become your brand! After reading our White Paper, *The Positioning Funnel*, which explains in depth about developing position statements, you are ready to begin the journey to writing your positioning story.

You know that a position is a simple, credible story that can be summarized in one or two key words. Now you are looking for a starting point for finding some of the best "tried and true" approaches for picking a winning position.

"Pick one important attribute that will help you differentiate your company from the competition and go with that."
- Bob Lamos, *The Case for B-to-B Branding*

The World's Best Positioning Approaches

We suggest taking one of these approaches, shaping it to fit you, your geographic territory, and your line of business, then taking it to market.

1. Find A Niche - Never All Things To All People

What niche in your chosen profession is missing in your market? An example, could you become the contractor or landscaper who specializes in helping retired Boomers?

2. Steal Niche Business Customers From Your Biggest Competitors

Now that you have a niche – steal those buyers from your biggest competitor by becoming the local expert in that niche – you can't be beat if you are known as "the" local expert.

3. Steal Unhappy Customers From Your Local "Giants" By Providing What They Cannot

Every big box store, every giant competitor has a very, very soft under-belly, which means in your market there are thousands of dissatisfied customers who are looking for alternatives. The key is to find out the key to this dissatisfaction and deliver.

4. Never Compete On Price

Compete on

- Total Value including your Expert Advice
- Intimate Relationships
- Unique Experiences
- Emotional Attachments

5. Become a Community Star

We all know of successful businesses in our communities where the owner or the brand has become a community star. Everyone knows their name and what they stand for.

"Branding" is not just for big folks with big budgets. And modest size is actually a Big Advantage in becoming a local-regional-niche "star-brand"

- Tom Peters

6. Out-Design and Out-Innovate Everyone

The future will belong to small, fast, design friendly and innovative companies who use their creative abilities to make themselves invaluable to their clients.

7. Use Intimate Customer Knowledge / Information Technology

Most big competitors are extremely poor at knowing their customers and using this information. If you run a business with 100 key customers, you can get to know them so well that you send a card on their birthday or invite them to a tree-cutting day at Christmas. Your big competitors just can't match this and therefore can't match the relationship you can develop.

8. Have The Best Website In Your Market And Make It Really Easy For Customers To Use

In the 2005 Christmas season online sales grew almost 30% with the fastest growing segment being small, "boutique" type sites – which grew from 42% to 46% of all sales. This is a huge opportunity for you to be a local / regional online service that no one can match.

9. Build an Incredible Customer Experience

Build an experience so great that the customers say "WOW" and in the words of Tom Peters is "Gasp-worthy" service.

10. Look To Future Trends And Demographics And Build A Position To Match

Every business looking to redefine their position should spend time understanding demographics, future trends and make sure their new position will work both today and tomorrow. There are many books and web sites available that you can use to research. You can also go to www.nebs.ca/positioning for our White Paper "Market Trends".

Put Yourself Ahead Of Over 50% Of Businesses

A strong, simple, credible position will put you ahead of over 50% of businesses who do not have a brand and ahead of 80% who do not have a formalized position!

You just can't go wrong investing time in developing a credible position. If you are willing to live this position and back it up with follow through and incredible customer service, you can virtually guarantee your business results will improve. Δ