

Positioning Your Business.

How many times have you been attracted to a company by a fabulous brochure or advertisement only to be disappointed when you make contact with the company.

Positioning your business simply means how your Company is viewed by the market place.

Companies are often seen by their peers in a certain light that relates to their standing within the industry.

Customers, on the other hand, usually view your company very differently because they view your products and services from a users point of view.

The first place to start finding out how your company is presently positioned is to ask your customers either directly or by a survey with a few relevant questions that relate to how they see the company and it's performance.

The next step is to ask yourself, how you would like your company to be seen in the market place. Use empathy and try to see your company from a customers point of view from the very first time they may look at your company through to initial contact, purchase and after sale service.

The final step is to plan how you are going to achieve your positioning strategy and over what period of time. You should then itemise each action onto an action planner and delegate tasks with deadlines. Measure the results achieved by the deadlines in a percentage figure and re-program any task that is not completed on time.

Remember to review each step of your customer contact plan.

Regards, Reg Templer
Business Guerrillas