Positioning Framework

Everything you need to align your team around your GTM strategy

Problem you're solving

What is the primary problem you're trying to solve for your customers by bringing this product to market? Add a brief description here so your team is aligned around what you are building and why.

Buyers who care about solving this problem

Who will care most about the product or feature that you are bringing to market? What characteristics do they share? You should do this at the account/company level and the individual buyer level.

Example: SVP of Retail Operations at a financial institution under $100B in AUM.

Who else is solving this problem?

Competitive alternative 1	Competitive alternative 2	Competitive alternative 3
Add in some notes around how your customers are solving their problem before they come to you—status quo, existing solution	Add in some notes around how your customers are solving their problem before they come to you—status quo, existing solution	Add in some notes around how your customers are solving their problem before they come to you—status quo, existing solution

Value Pillars

Value Theme	How You Deliver It	Proof Points
What is the differentiated value this new feature or product brings to the buyer? You may want to map out all of the value points you offer, and then layer them in to a few core themes.	Add in some notes here around the capabilities that your new product or feature has that help deliver this value	Add in proof points from customers, product data that show you can deliver the value you promise

Market Category

If you're launching a product, which market category makes the value it delivers easy to understand? If you are launching a feature, this doesn't matter as much.

Monetization Strategy

Add in notes here about your pricing and packaging strategy—are you positioning your product or feature at a premium because you believe value is unlike anything on the market? Are you going in with a reduced price point to capture more of the market?

Note: This framework borrows some ideas and inspiration from April Dunford's Obviously Awesome with a few tweaks. Highly recommended read to learn more about nailing your positioning.