

The Positioning Statement/Elevator Pitch

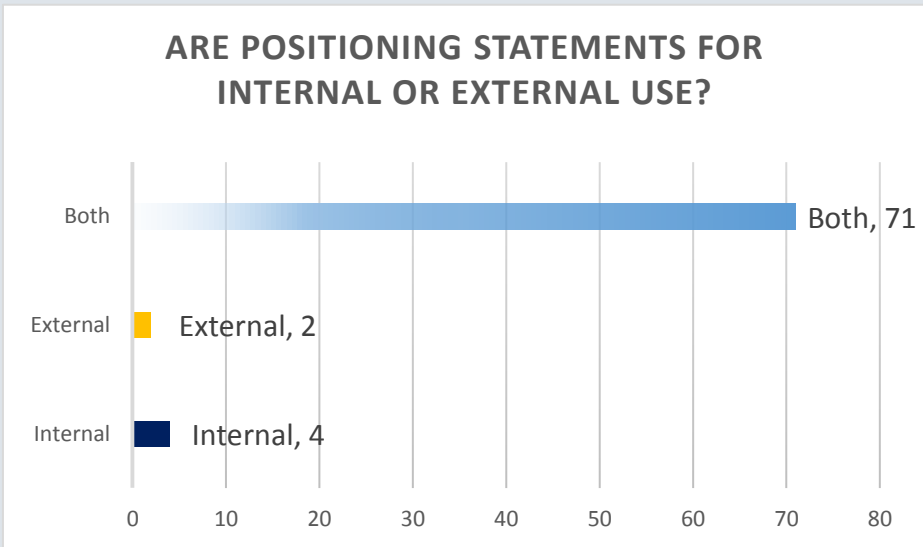
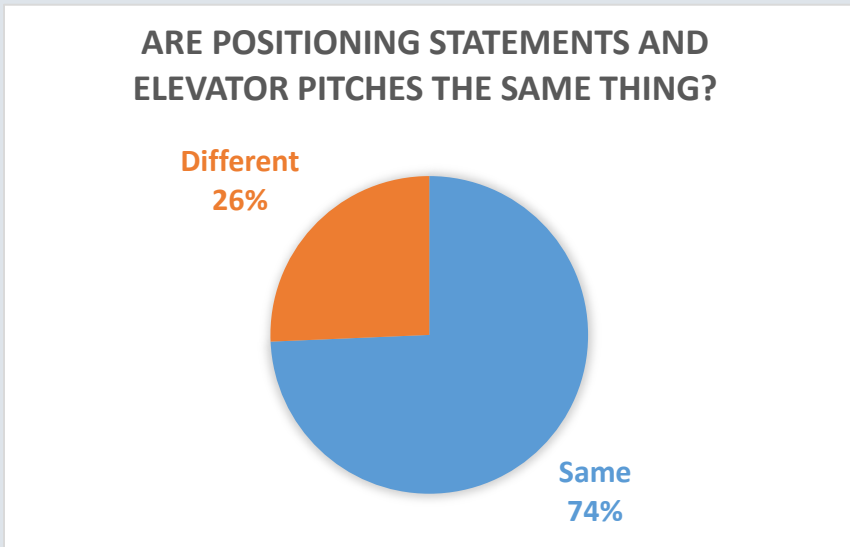
1. The Same Thing or Different?
2. Used Internally or Externally? Or Both?

Needs to explain what you do, for whom, why you are better than other options, and what value you provide.

Must be succinct, clear and free of all jargon/puffery. Every word must count.

The Industry Speaks!

Aggregated Feedback from 75+ Marketing/Sales Professionals (via LinkedIn)



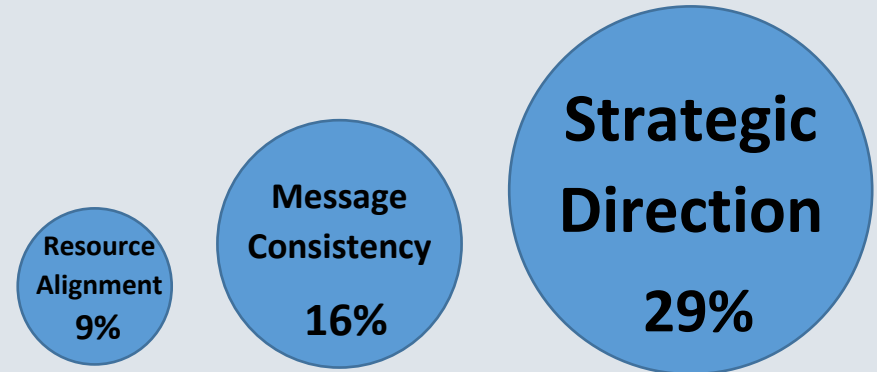
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INTERNAL USE

Positioning Statement/Elevator Pitch for Internal Use:

Comment Highlights from LinkedIn Professionals

1. Everyone in the organization is aligned in their thinking.
2. A compass to guide the business, its strategy and decision making.
3. Communicates to all employees what the company's DNA is.
4. Keeps all resources focused and aligned with the mission.
5. Internal framework for aligning, targeting, and measuring execution.
6. Used for internal inspiration and direction.
7. Basis for all sales/marketing collateral materials.
8. Used to create consistency on how the brand is presented externally.
9. It becomes "true north" around which external communications get built and decisions about the brand and business get made.
10. Guiding light for every decision that is made about the brand.
11. It needs to be burned into the brains of all the internal people, from the CEO to the sales people, on an ongoing basis.



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EXTERNAL USE

Positioning Statement/Elevator Pitch for External Use:

Comment Highlights from LinkedIn Professionals

1. Articulates how an organization wants to be perceived by its marketplace.
2. Used to quickly engage a prospect with compelling content.
3. Benefit-focused based on presumed needs of the contact.
4. Quickly capture someone's attention and entice him or her into wanting more information about an organization.
5. For starting a conversation.
6. Communicates the business's uniqueness in a short, digestible manner.
7. A conversation starter centered on your customer.
8. Often talks about "Us" rather than what "Us" means to "you". Needs to focus on the latter.
9. Centers more around a customer need, desire or pain point for which the brand -- by virtue of owning and living its positioning -- offers a solution.
10. Highlights the pillar of your brand that is most relevant to your target.
11. I believe the term "elevator speech" should be removed from the language. It is inherently off-putting and is talking at someone rather than with them. It is a commercial, not a conversation.
12. Defines how we want the company to be perceived against our competition and what our major differentiators and support points are.

Conveys
Uniqueness
8%

Benefits
Focused
21%

Conversation
Starter
36%

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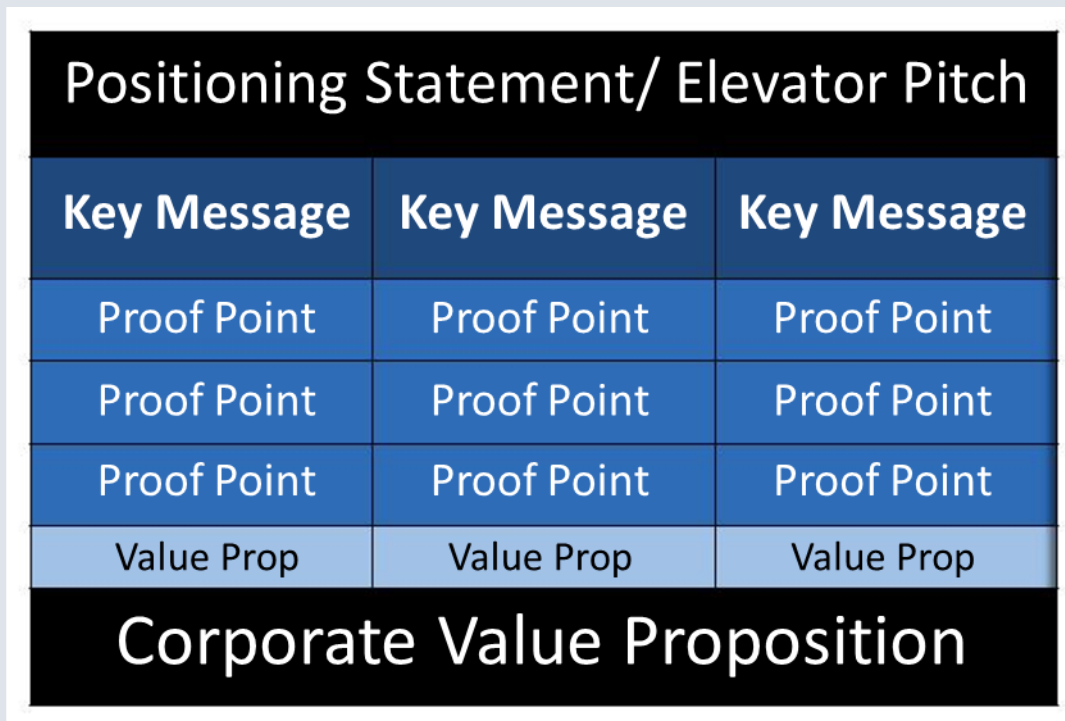
Comment Contributors' Titles



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A Brand Positioning Framework

A construct of how an organization can and should frame its brand messaging. It starts out with the overarching positioning statement/elevator pitch, which is supported by several industry/solution/challenge focused key messages. These key messages are supported by various proof points which substantiate the claims the key messages make. Both the key messages and the positioning statement/elevator pitch are then supported by customer value propositions which detail the value the key message promises to the customer. In other words, the value proposition clearly outlines what the value to the customer is for each message statement.



Sources:

Winning Message LLC (www.winningmessage.com)

Brand Positioning Do it Yourself! (brand-positioning.org)

<http://brand-positioning.org>