**Positioning Statement Template**

The positioning statement includes only two sentences. The format is clear, concise, understandable, and memorable. The underlined terms are part of the template. The italicized terms should be replaced with your own content.

**Positioning statement first sentence**

*“*For *[description of the target customer]*

who need(s) *[statement of this customer’s core need(s)],*

*[statement of product category]*

provide(s) *[statement of critical benefits].”*

**Positioning statement second sentence**

“Unlike *[description of the competitive product or service],*

*[Your Company]* produces *[description of the product]*

that *[statement of core competitive differentiation].”*

**Positioning statement examples**

The following examples use the positioning statement format. The first is for a hypothetical networking equipment vendor who sells laser transceivers to communications companies, and the second for a medical device diagnostic imaging company that sells cardiac ultrasound equipment to clinicians and hospitals. Underlined words are from the template.

*“For networking equipment OEMs who need high-speed optoelectronics to link switches, servers, or storage units, ABC Corporation’s fiberoptic laser transceivers provide reliable, fast, and cost-effective optoelectronic connections. Unlike traditional wired connections, ABC Corporation produces drop-in, high-speed laser transceivers that reduce delivery cycle times by 25% and connectivity costs by 50%.”*

*“For cardiologists, cardiac surgeons, and hospitals who need high image quality diagnostic ultrasound equipment, DEF Corporation’s phased array ultrasound system provides ultra-high quality real-time images on a portable, fast, reliable, and upgradable platform. Unlike larger and non-upgradeable systems, DEF Corporation produces an upgradeable cardiac ultrasound system that will never be obsolete, reducing total lifecycle costs by 25% and support costs by 40%.”*

A key benefit of writing a positioning statement is that it forces you to consolidate results of your customer needs, sales opportunities, value proposition, and whole product analyses into a clear, concise, high-level statement. You should memorize the positioning statement and use it in real-time interactions with customers and key stakeholders.