

Your Position—Give Them ONE Good Reason[®]

by Kathy Ellis, The Business Lab Marketing Coach

What is the ONE reason your clients buy from you? Hopefully your answer was quick and simple. Genie Fuller, American's Referral Coach (www.winreferrals.com) asks this question in a different way—"What do your clients thank you for?" What is the one good reason your clients buy from you? What position does your company hold in the minds of your clients/prospects?

What Your Position Isn't: Sometimes the best place to start is by understanding what your position isn't or cannot be. For example, something like "good value" cannot be a position in your client's/prospect's mind. Good value in any product or service is a given and cannot translate into a real position for your clients/prospects.

Tip From The Business Lab: With your team, list all the "givens" in your business and within your industry. Eliminate those "givens" as ways to describe your product/service.

Define What Your Position Is: With your team, list all the reasons your clients buy from you (without using any of the "givens" listed above). When defining what your position is, your goal is to reduce ALL of the reasons people do business with you down to ONE single reason. This ONE reason will then become the sole focus for your company.

Tip From The Business Lab: Set aside a whole day or afternoon for this important exercise and let everyone within your company tell their success stories. Not only will you come away with a sole focus, you will have motivated your team and renewed their enthusiasm for your company and your clients/prospects.

If you are having trouble drilling down to a single focus, do some research. Survey your existing clients to determine what they believe about your company. Third party surveys are the most effective—because clients may not feel comfortable telling you, but you might be surprised what they will tell others.

Focus On Your Focus—Then Let Everyone Know About It: Now that you have the ONE reason your clients do business with you, tell the world!

Tip From The Business Lab: Tell the world, but do it one step at a time. Start by listing every point of contact anyone in your company has with your clients/prospects. These points of contact can be: your receptionist, your sales staff, your business card, your brochure, your website, your building/office/store, your sales presentation, etc. Fine tune each of these points of contact to be certain the message of your sole focus is clear.

Please remember, your prospects will make assumptions about what it is like to do business with your company based on these points of contact. For example, in a business-to-business environment, if your E-mail address is anything@aol.com, prospects will assume your company is not technically up-to-speed. If your brochure has photos of people from the 1980's, prospects will assume your company's solutions are out of date.

Associations are also important to keep in mind. It is human nature to associate one thing with many other things. However, it is not human nature to associate many things with many things. This is why your one, single message is so important. If you give your prospects too many things to remember about your company, they will either focus on something that is not important or put you out of their minds all together. For example, one positive message such as "accuracy" will be associated with many other positive things: competency, on time, peace of mind, honesty, etc.

Another positive effect of having one single message is that a theme for your company will develop. This theme will allow you to tie together all your sales and marketing collateral into a cohesive whole. This means writing and talking about your company will flow easier and your company will have a certain look and feel. This look and feel will reinforce your message and begin to sell you and your company long before and long after your initial point of contact.

More Information? If you would like to learn more about this important topic or would like to receive our FREE Service Ideas Booklet, please send an E-mail to kathy@thebusinesslab.com, visit our website at www.thebusinesslab.com, or fax a note on your letterhead to 281-517-0789.

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