

- Positioning -

Instant Training by Adam Vizler

(Based on the Definitive Cold Sales Course)

Positioning

Positioning means just that.

To create, and have a location in space. In this case the space of the mind.

The easiest way to do that?

Introduce yourself, company and product as something that is similar to a positive and known thing.

Make connections about your item/thing to something familiar and positively looked upon.

This is called affiliating.

While doing that, you could also move yourself, company and product away from negative affiliations. That's called de-positioning.

This also helps to instantly introduce new things and set things in a new positive light.

Okay, but how do you do that?

Positioning could look like this: “Hey, my name is Adam. I work with XYZ Company. We are like Tesla but for software, always innovating.”

Compared to Tesla and their innovations here. Giving the sense that we are modern and tech savvy.

Could also look like this: “This hamburger is the Extra-Large Big Mac of all the Big Macs out there.”

Compared to an already known and accepted brand: Big Mac. So the prospect already expects its going to taste just as good, just bigger and better.

Could also look like this: “I represent clients in courts with the attention to detail and care that the royal family would get.”

Compared myself and clientele to the Queen here. Making the positioning feel extremely prestigious.

Could also look like this: “Our materials are statistically 2 times stronger than diamonds”.

Compared to Diamonds here. The prospect can now expect a certain strength from our materials.

De-position

De-positioning would look like this: “This phone isn’t like the Chinese brands, because it’s made in Switzerland, by the same clockwork masters as the world-famous watches.”

Could also look like this: “The reason why we are not the same as those fast-food restaurants is because, whilst we are just as fast as they are, we make our foods from fresh ingredients and low-fat meats. Also, we use 25% less oil than the average fast-food restaurant.”

You see how I show differences? Maybe add a few statistics, numbers and facts to it.

This either by being told or shown can handle any biases, or wrong affiliations.

Positioning right can mean the difference between “sold” and “almost sold”.



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