

Framework for:

Strategic Market Analysis

Date: _____

Company: _____

Customer/prospect: _____

Product/service: _____

Current turnover per customer: _____

Projected potential: _____

Sales goal per customer/prospect: _____

Positioned for success

Positioning is about how your customers perceive you and your products – not about the features and characteristics they actually have. To be successful you have to carve out a unique position to differentiate yourself from competitors.

The simplest positioning strategy is to be first! Most people, for example, remember that Charles Lindbergh was the first man to fly solo across the Atlantic. Fewer people know who was number two.

What do you do if you're not first? One thing could be to differentiate yourself by launching a new category. Amelia Earhart did it – she was not only the second person to fly solo across the Atlantic – she was the first woman to do it.

Another well-known example of positioning is "David against Goliath" that Avis so successfully ran – "We try harder". A third example is the "non-cola" positioning that 7UP has used.

Choosing the right location is the basis for successful marketing. The path takes you thorough market analysis, identification of opportunities, selection of segments, differentiation of the offer and then consistent and sustained communication according to the chosen strategy.

Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at info@pyramid.se

Our position relative to competitors →

- Exclusive
- Dominant
- One of many
- Weak
- Minor

Position in buying process →

- Awareness
- Contact
- Preference
- Bid
- Decision
- Purchase fulfillment

Ideal customer profile →

Characteristics/criteria

1. _____
2. _____
3. _____
4. _____
5. _____

Agreement

1. _____
2. _____
3. _____
4. _____
5. _____

Buyer characterization →

Decision maker Name, title, location	Type of decision maker		Current status	
	E=Economic U=User	T=Technical O=Ombudsman	R=Reckless B=Balanced	G=Growth P=Problem

Summary of current situation →

Strengths

-
-
-
-
-
-
-

Red flags

-
-
-
-
-
-
-

Key arguments



The key arguments describe how your product/service best answers the customer's needs

Evaluation



Specify how well your key arguments have satisfied each decision maker or prospect

Support for evaluation



Positive: +1 - +5
 Negative: -1 - -5

Red flag:
 Not considered
 New contact
 Uncertain/information missing

Possible actions/strategies



A good action plan/strategy should:

- a) build and focus on your strengths and
- b) eliminate uncertainties and prevent/eliminate red flags

Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.

What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.

Together we can:

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

In Pyramid, you have a partner who:

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet
i.e. boosts your growth and profitability.

