

m a r k e t i n g a r t s



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Seven Rules for Kick-Ass Market Positioning

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Partner



Today's Agenda

- Introduction
- When to re-position?
- New Positioning Model
- 7 New Rules: Winning Positioning Strategies
- Conclusion



Introduction

- Chris Roon: Seasoned Sales & Marketing Veteran: 23 years sales & marketing
- Marketing Arts – 15 years and 180 clients
- Breadth of services:
 - Market Validation > Positioning > Launch > Field Enablement
- Positioning – 6 step process
 - Highlights today

ORACLE®

PeopleSoft.

Salesforce



spoke

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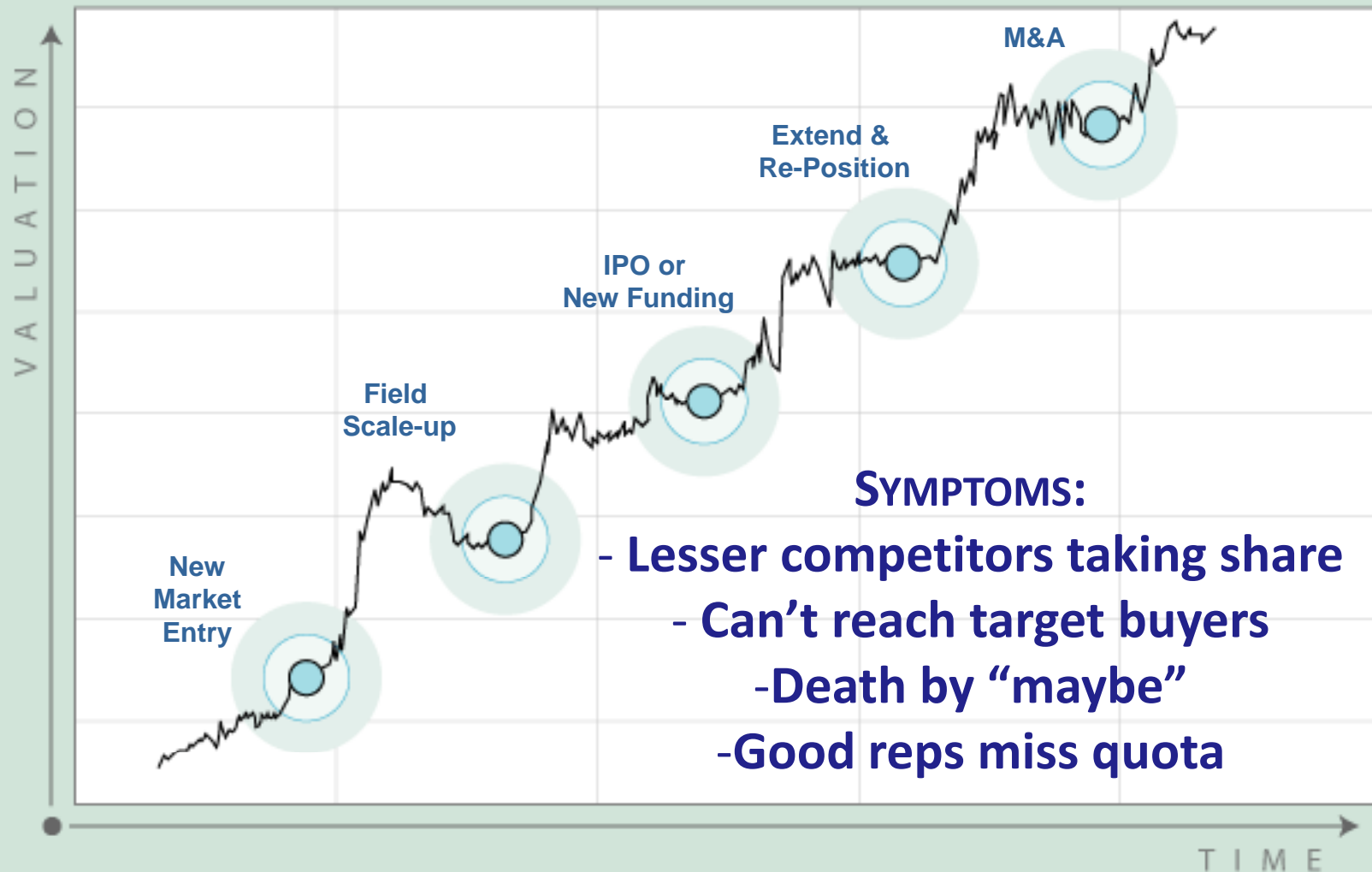
Our Positioning Clients





When to Revisit Positioning? Every Inflection Point

A SUCCESSFUL COMPANY LIFECYCLE





Positioning Objectives often Situation-specific?

Marketing Arts Confidential

Gorillas	Microsoft [®]	Launch next generation; set buying criteria
	ORACLE [®]	Attack competitive installed base
	SAP	Enter and dominate new market
Category Leaders	MERCURY [®]	Accelerate time-to-market
	webex [™]	Re-position to drive valuation
	Taleo · X [™]	Create/dominate new category; position IPO
Emerging Powers	DEMANDTEC [®]	Differentiate in the face of new competitors
	workday	Create and dominate new category
	Purisma	Differentiate as late category entrant



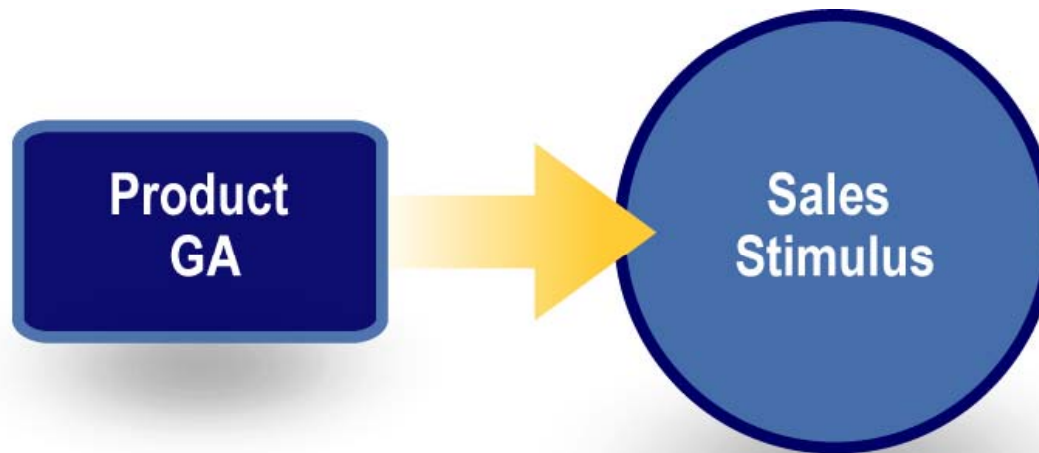
Is your dog and pony
still tied to a
leash?





Positioning Strategies: New Model

Shift the focus:
product-centric to sales stimulus





7 New Rules



1. Define your corner of the room



2. Own a problem



3. Align with the money



4. Who is your Mary?



5. Speak to buyers aspirations



6. Communicate with stories



7. Can't run away from your heritage

Rule 1: Define your corner of the room





Rule 2: Own a problem





Rule 3: Align with the money



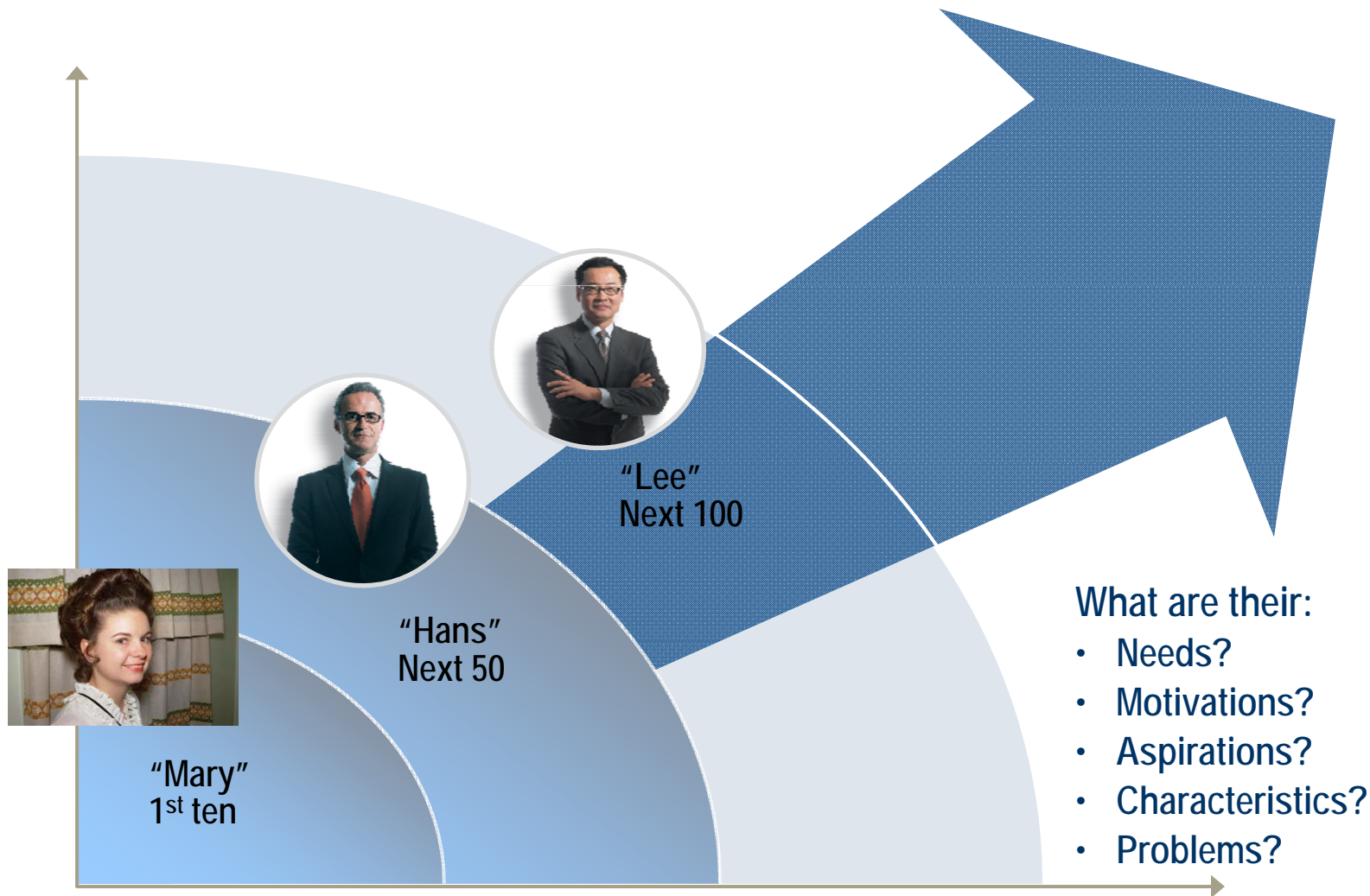


Rule 4: Who is your Mary?





Buyer evolution model



What are their:

- Needs?
- Motivations?
- Aspirations?
- Characteristics?
- Problems?



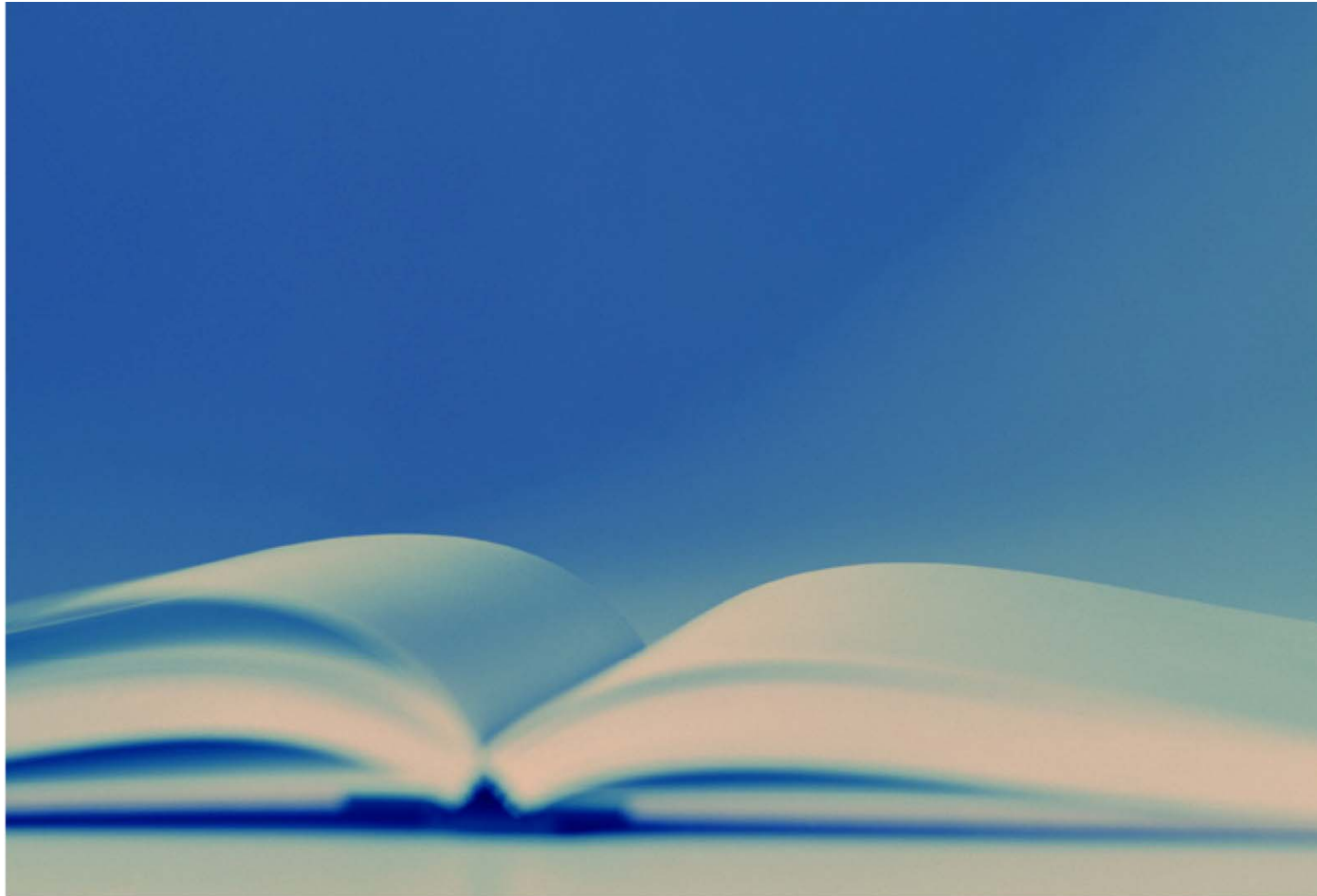


Rule 5: Speak to your buyers aspirations





Rule 6: Communicate stories





Good Stories Answer These Questions...

Why your solution...now ?

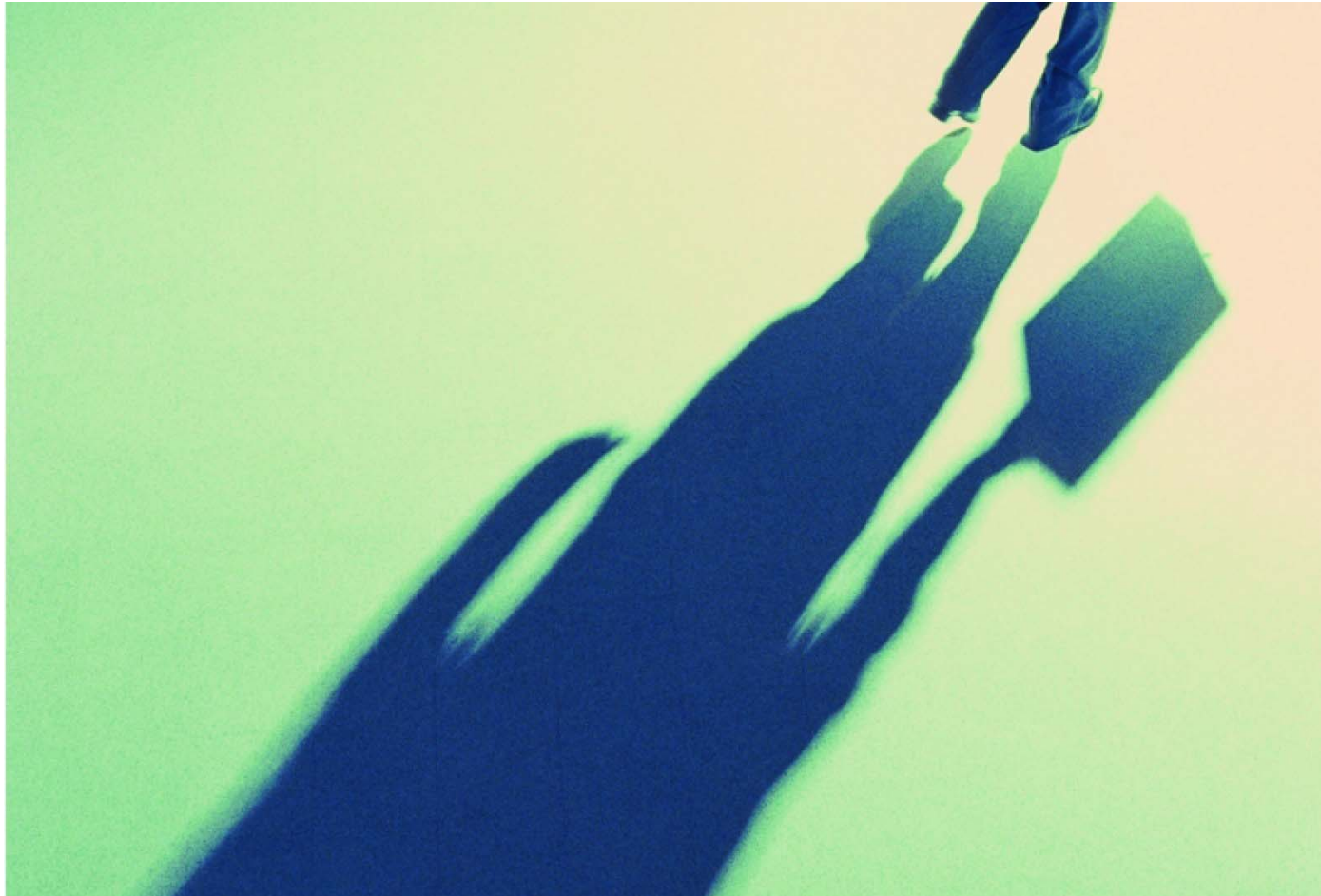
Who is this for ?

Why should I care ?

How are you different/better ?



Rule 7: Can't run away from your heritage





In Conclusion

