



# How to **Position** your B2B products and services better

“ *Positioning is not what you do to a product.  
Positioning is what you do to the mind of the prospect*  
- Al Ries, marketing professional and author. ”

Do you agree? If so, the question then becomes how do you shape the mind and perspective of the prospect?

There are several ways to do that. But which is the most effective way?

We at Bizwin have developed a systematic approach that helps marketers to create a superior Perception-Preference-Priority loop. The approach (summarized below) is a part of Bizwin’s SAGE framework and enables a sustainable competitiveness and faster business growth. Results assured.

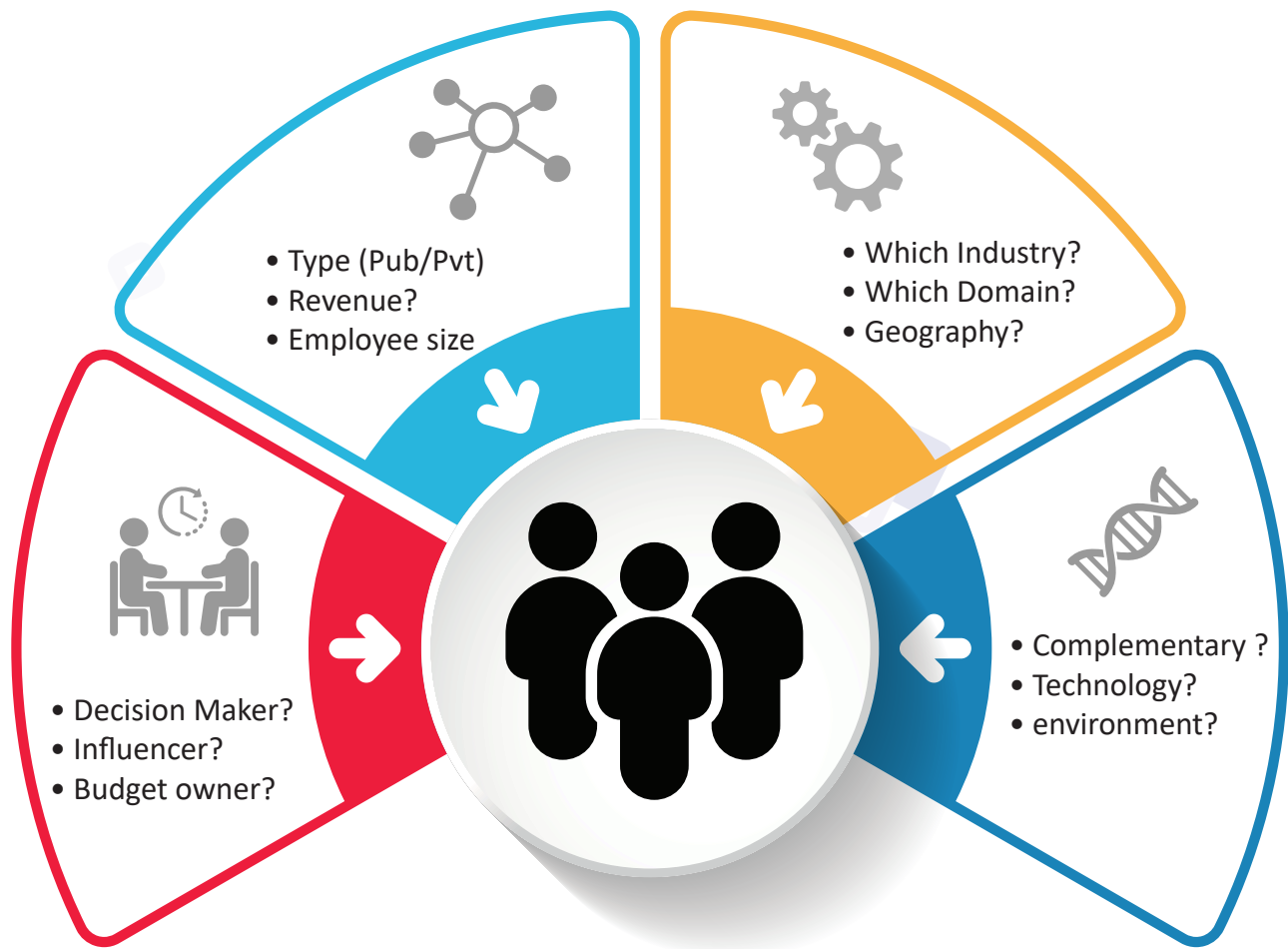
### **Step 1: Assess the Cumulative Value Calculation (CVC) of your product or service**

You may use the following formula to estimate the CVC.

Cumulative Value of an Offering (Product/Solution/Service) is equal to

$$\frac{\text{Benefits}}{\text{Cost + Harm}} = \frac{\text{Functional + Techno-Commercial + Emotional + Image + Societal Benefits}}{(\text{Monetary + Time + Energy + Psychic Costs}) + (\text{Direct/Indirect Harm})}$$

## Step 2: Define your ideal customer



### Step 3: Decide on how you want to win the Perception of your customers

Below are the various options that you may combine/adapt to create a favourable perception with your customers. Do not confuse your customers by claiming everything. Make the right Trade-off, based on your target segments. This is the most crucial point.



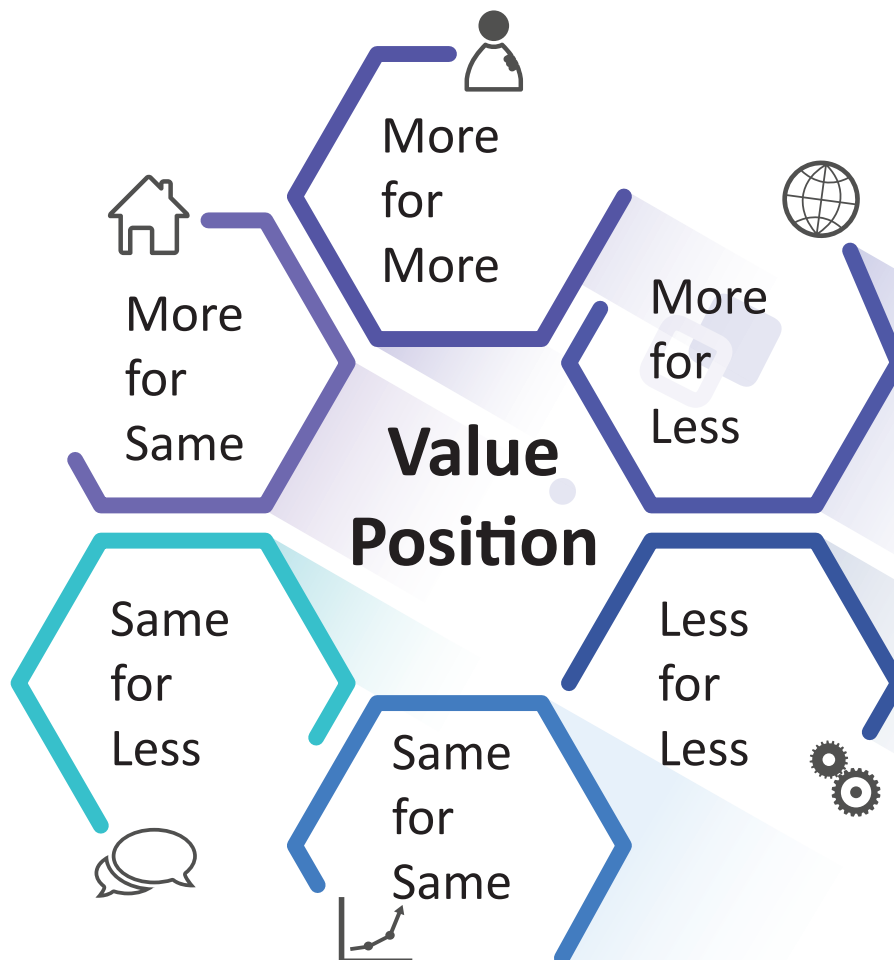
## Step 4: Outline the Broad Positioning strategy to stimulate Preference

Depending on the target segment, permute and combine the following approaches. Once again, Trade-off is the key to success.



## Step 5: Choose the Value Positioning strategy to drive Priority

For each offering and a specific target segment, you must select a single Value positioning from the options below. The final decision must take the competitive scenario into consideration. For the same offering and the same customer, never attempt two Value positions simultaneously.



## Conclusion

In B2B business, shaping mind and perception of the customers is as important as designing a compelling offering. The above write-up presents a glimpse of an approach that we have used repeatedly for our clients and have achieved quick success within a defined timeline.

If you want to learn more about the best ways to improve your company's sales, one of the best things you can do is talk to someone who has helped companies scale up their sales figure for decades.

Bizwin consultants are ready to guide you to set business targets, oversee the execution and hand-hold you to achieve the outcomes.

[Click here to schedule](#) Your free 60-minute consultation. Let's build something great together.