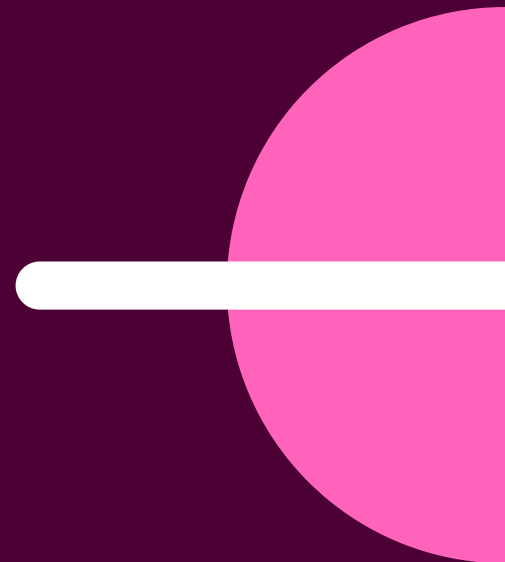


Dasha Randlett Consulting

POSITIONING BUILT FOR REAL BUYERS



TIP 1: DON'T LEAD WITH FEATURES

Buyers want outcomes.

Start with how your product saves time, reduces cost, or improves compliance – then explain how it works.



TIP 2: FOCUS ON SPECIFIC PROOF

Use real differentiators: FDA approvals, uptime guarantees, audit outcomes, or client results.

Skip vague claims like “cutting-edge.”



TIP 3: WRITE FOR THE BUYER, NOT THE BUILDER

Your engineers may love your architecture.

Your buyers care about:

- Implementation time
- Cost savings, or
- Solving a daily headache.



TIP 4: KILL THE FLUFF

Replace words like “innovative,” “revolutionary,” or “transformational” with quantifiable facts, specific use cases, or outcomes.



TIP 5: SAY WHAT YOU'RE NOT

Clear positioning draws a line.

Say what problems you don't solve or which audiences you're not built for – it builds trust fast.



TIP 6: MAP FEATURES TO BUYER BENEFITS

Don't stop at listing features.

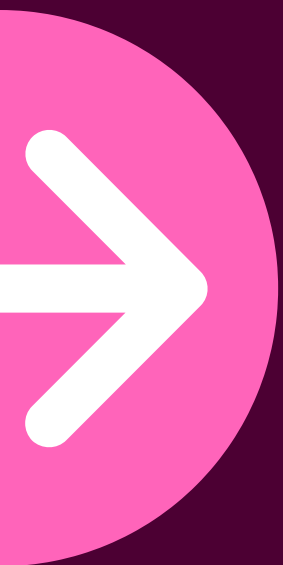
Explain how auto-reporting reduces manual errors or how API flexibility reduces IT involvement.



TIP 7: ALIGN ACROSS TEAMS

Use one positioning doc to guide sales, product, and marketing.

Everyone should be saying the same thing, in different formats.



TIP 8: TEST MESSAGING EARLY

Use sales calls, webinars, or customer interviews to stress-test your positioning.

If it doesn't land, revise before launch.

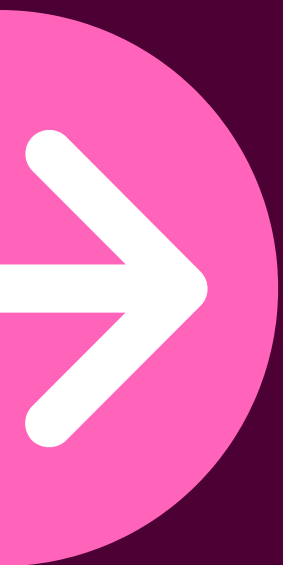


TIP 9: START WITH ONE CORE MESSAGE

Resist trying to be everything to everyone.

Nail one focused statement first.

Then expand into supporting proof points.



TIP 10: POSITIONING IS A PROCESS

Good messaging takes rounds of input, feedback, and refinement.

Use frameworks, not guesswork, to get there faster.

