

7 effective positioning tips to help grow your professional services business

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In a competitive marketplace, it's more important than ever to be able to stand out and connect with your target audience. A key part of this is effective brand positioning. You can't grow as a business without thinking about your unique value proposition. And without clear positioning, you risk getting lost in the noise and missing out on business growth.

Some of the obvious benefits of good brand positioning include:

- Increased pipeline flow
- An accelerated growth rate
- Higher conversion rate
- Better pricing variables

“You don't need more marketing. You need a clear articulation of your value proposition... You cannot out-market poor positioning.”

1. Start with internal alignment

It sounds painfully simple, but the first key to successful brand positioning lies in *clarity*. Simply put, can everyone at your organization define what you do consistently?

Do they all describe it the same *way*? Internal misalignment leads to mixed messages, confusing customers, and ultimately your brand.

2. Differentiate yourself from your competitors

Too many businesses are content to mimic their peers or competitors. In a competitive landscape, businesses set on growth *must* differentiate themselves in order to carve out a unique space in the market.

What is your intrigue level? Many organizations are playing it safe with positioning and language. How are you different? What phrasing will 'interrupt' or 'stop the scroll'?

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We recommend aiming for the “zone of optimal resonance” – a phrasing combination that is not *too* hyperbolic (“This product is life-changing!”) but not playing it safe either (“We can help get your needs taken care of.”) Conducting a thorough analysis of your competitors can easily help identify gaps in the market that your business uniquely fills.

“Language is perception and perception makes the difference in whether you get the business or not.”

3. Don't speak to where customers *are*, speak to where they *want to be*

An understanding of current pain points is great, but to *truly* connect with customers, think about not just their current needs but also their aspirations. Instead of “Do you want to lose weight?” think “Want to be in the best shape of your life?” or “Want to be healthy and fit? Want to be so toned your clothes won't fit you anymore?”

At the end of the day, your positioning should come from of a deep understanding of the buyer, their pain points, challenges, frustrations and where they want to go.

Instead of focusing solely on the present state of the buyer, positioning the brand as a solution to the buyer's aspirations can create a more profound connection.

4. Involve your entire team in the positioning process

Creating an effective brand positioning strategy is not solely the responsibility of the marketing team. We'll say it again for the people in the back! Involving *all* members of your organization, especially those in customer-facing roles, can provide valuable insight that might otherwise be missed.

Additionally, reaching out to existing customers for feedback is an essential step. Conducting surveys, interviews, and feedback sessions will help gather immensely helpful perspectives that can refine your brand positioning strategy. Their input can also offer a unique perspective on how the brand is perceived in the market and whether it aligns with your intended positioning.

5. Make your offering truly unique

While catchy taglines and headers can capture attention, effective brand positioning goes beyond surface-level messaging. It involves communicating what the business delivers and defining its specific niche or category. Again, businesses must articulate what sets them apart from competitors and what unique value they offer to customers.

What exactly do you deliver? This involves communicating exactly what service you're going to provide, in no uncertain terms. What is your “niche” or “category?” The more specific, the more terrific.

What are they getting from you that they can't get from your competitors? What do you offer that is truly unique? Examples might include:

- 30+ years of experience (if your competitors are new in the industry)
- More personalized experience (if your competitors are larger)
- More localized experience (if your competition is mostly corporate/global)
- Access to state of the art technology (if your competition uses older systems and processes)

What are your specific buyer persona? Utilize your buyer personas throughout the brand positioning process. Aside from their demographics:

- What are their fears?
- What are their personal ambitions?
- What do they stand for?
- What will they gain or benefit from working with you?

Understanding the specific needs, preferences, and pain points of the target audience allows you to tailor your messaging further to resonate with your intended demographic. Specifically you want to:

- Diagnose the pain
- Provide a solution
- Clarify what is the process or “proven process” your business uniquely offers.
- Allow them to clearly envision working with you and what the outcome is going to be.

6. Test your ideas on search engines

Evaluating search results for the relevant keywords of your brand can reveal the nature of the current landscape and help you refine your messaging in order to stand out. If the search results show a saturation of similar messages within the industry, for example, it's a sign that your business needs to reevaluate its positioning. Crafting a message that is distinctive, on the other hand, can help your brand rise above in online searches.

7. Back up your brand positioning with social proof

A key way to instill confidence in potential customers is by backing up your brand positioning with positive social proof. Testimonials, case studies, and reviews from satisfied customers serve as powerful endorsements that validate the brand's promises. What results do you deliver? What data do you have to prove your value?

Highlighting success stories and positive experiences can influence potential customers by demonstrating that the business has a proven track record of delivering on its brand promises.

“Support the decision-making process by providing logical reasons to choose you over your competitors.”

In summary

Effective brand positioning is an indispensable tool for businesses aiming to thrive in a competitive market. By differentiating from competitors, considering the aspirations of buyers, involving your team, and providing social proof, you *can* create a strong and resonant brand identity. A well-crafted positioning strategy not only sets you apart, but also forms the foundation for meaningful connections with customers, providing sustained growth for your business.

This was taken from our webinar "Effective positioning for professional services firms". Watch the full webinar here: [Effective positioning for professional services firms](#).

To discover more about positioning your professional services firm, [let's talk growth](#).