

## Positioning Statements – Opening with Impact

One of the most powerful and often overlooked elements to successful engagement is the opening of the call or meeting. Like first impressions, the first 30 seconds of your business conversation can make or break the advisor's level of engagement in the conversation.

- It is ineffective (and far too common) to launch into a lengthy commentary on the wonders of your company or product.
- It is equally challenging to ask questions effectively without first conveying some understanding of your market generally or perhaps this person specifically. (Preparation!)
- Whether at the beginning of the meeting or after an exchange of pleasantries, you will need to position the business topic at hand.
- Your positioning statement should convey that you understand a range of advisor or client interests and concerns, have done your homework, and have an opinion or belief on the topic or information you are about to discuss.
- Your positioning statement should take no longer than 25-30 seconds to deliver. Roughly 4-6 carefully thought out and rehearsed sentences.

### Checklist

- ✓ Consider the relevance of your meeting from the advisor's perspective.
- ✓ What problem, issue or concern will the conversation address?
- ✓ More importantly, what do you believe should be done to address the problem?
- ✓ Incorporating specific knowledge of the advisor is particularly effective.
- ✓ Why do you wish to speak with this particular advisor? Why now?
- ✓ What solution or resource that you offer has been well received by advisors/clients in solving the problem or need you are addressing?
- ✓ Data is powerful! Be sure to include supporting facts or evidence to substantiate your point.
- ✓ Write out the sentences you wish to share. If it isn't clear on paper, it won't be clear to the listener.
- ✓ Less is more. Eliminate unnecessary words and phrases from your written statements.
- ✓ Try changing the order of sentences to improve the flow or impact of your statement.
- ✓ Even small edits are powerful. Do not rely on your first draft.
- ✓ When you first read your statement, it will sound read! Repeating / rehearsing your written statements several times will make your statement sound more natural.

## Positioning Statement Worksheet

What is the problem, need or challenge you wish to address?

What do you believe should be done to solve the problem?

Why this advisor? Why now?

What product or solution you offer has been well received in solving the problem?

What are 2-3 key facts or data points that support your belief and solution?

Positioning Statement Draft 1

Positioning Statement Draft 2

For more tools and related articles, see [www.northpointepartners.com](http://www.northpointepartners.com)