what are you fighting for?

Find out more about a new approach to B2B positioning that captures your soul – and more market share
At PJA, we help sell amazing things to the world’s toughest buyers. The first step in this process is creating a compelling position that can be used as the foundation for expressing a brand to those buyers.

Positions can be tricky things, though. It’s very easy to fall into a templated, lockstep way of creating them:

For: This audience

What: Our offering is a category of solutions

That: Provides a big ol’ bunch of benefits

Unlike: Our primary competitors, who provide some half-assed imitation of us

The problem with traditional positioning is that it sells most companies short. Why? It’s not aligned with the potential of the brand, and only responds to buyers who already are looking at your brand in an expected way.

You are solving a big honkin’ problem for your buyer. That should drive your positioning.
What are you fighting for?

So what's wrong with traditional positioning?

Let's go to the board...
Clearly, the problem with traditional positioning is that it sells too many companies short.

It’s not aligned with the potential of your brand, and it’s not helping buyers do the hard work of making better buying decisions in shifting markets.
Now let’s go to the research

People are far more likely to engage with companies that deliver new approaches, especially when it comes to solving existing problems in new ways.

Show Buyers New Ways to Solve Problems

What are the most effective ways a vendor might get you to rethink your business needs?

- Highlighting a pain point or weakness I wasn’t aware of: 40%
- Making me aware of a coming marketing change: 43%
- Showing me a new way to solve an established problem: 62%

People have simply been asking the wrong question with positioning.

In other words, your position should tell your customers why you will be their most important advocate.

Looking at positioning this way, it’s clear that it can’t be a laundry list of products and services, because your core reason for being is bigger than your product can solve.
Do you know what you’re fighting for?

Remember, the goal of the best positioning should be to find a bigger opportunity in a category by addressing an unmet need among your buyers.

The most successful companies that do this are not just positioning themselves to drive sales, they’re positioning themselves to drive change. They use their brands to shift the market in a way that makes life better for buyers and favors what they do best.

This has almost nothing to do with product “feeds and speeds.” As we’ve come to see it, the highest purpose for marketing is to drive change that matters. Driving change is also the single biggest untapped driver of growth.
4 steps to help you get to a positioning worth fighting for

1. **CHOOSE YOUR CHANGE**

   - **AIM FOR THESE**
   - **RESHAPE** perceptions of your company
   - **DISRUPT** the buying process
   - **REFRAME** the category conversation
   - **SHIFT** the culture in your category

**To shift your own fortunes, start with improving your buyer’s.**

In other words, which status quo can you disrupt? We created the PJA Change Ladder to help clients decide on the right level of change to pursue. For most of us, the list of things we want to shake up starts with how people view our own companies. But the best way to shift our fortunes is to start with higher-order change: how we can improve the category and make life better for buyers. Higher-order change means reframing how people make purchase decisions, shifting category conversations, even changing the culture of a category.
Focus more on why and how than the what and the whom.

You should aim for a position that is flexible enough to express in as few as six words, or in longer form, in about 100 words or fewer.

“Helping people and organizations achieve more.”
– Microsoft

“One planet isn’t enough for us.”
– SpaceX

“For sale, baby shoes. Never worn.”
– Not Ernest Hemingway

What are you fighting for?
Your position should help you define a role for your brand.

Think of role as a brand with its sleeves rolled up, showing personality, humanity, and empathy. One recent PJA client chose ‘The Fixer’ as a role – a brand unafraid to take on the customer experience challenge, whether it’s skyrocketing customer demands or legacy systems no one wants to touch.

Another client chose a superhero, able to help any small startup with great science and passion to take on the world.

A strong brand role lets you get to an expression faster, and will help your marketing stay relevant longer.
Positioning well expressed should get people’s blood pumping.

A creative expression is the fourth step in building a great position. It’s not a full marketing campaign, but a singular, high-level capture of what the position could look like in the world. Like an anthem for your brand. It gets the blood flowing. It shows buyers that there is a new way to solve a problem by dramatizing it.
What are you fighting for?

On the following pages you’ll see how we brought our clients’ positions to life.
WHEN EVERYTHING IS CONNECTED, EVERY CONNECTION COUNTS.

The story is no longer the object (500,000 product SKUs) but the outcome (connectivity in a connected world).
And so we dare

As champions against rare disease, we celebrate scientists, caregivers, patients, and employees.
CALLING ALL ENTERPRISERS

YOUR ENTERPRISE WANTS TO DELIVER MORE

We stand with the change agent CIOs who believe IT can drive business transformation.
What are you fighting for?

We can drive the importance of resilience as a business imperative in the mid-market.

whatever the internet does today, you can take it.

mimecast
unified cyber resilience

We can drive the importance of resilience as a business imperative in the mid-market.
BRING THE FIGHT TO THE THREAT
PUT A MONSTER IN YOUR CORNER

VERACODE

It's time CISOs are equipped with an ally as large as the threats targeting them.
How do you get started on your own positioning journey? Start by asking yourself a few questions:

Is there a common assumption you want to change among your buyers?

What do you stand for as a company and a brand?

What are you taking on in the market? This should be something consistent with, but bigger than what you sell.

How should you activate your brand in the market?

And finally, what are you fighting for?
And if you need any help along the way, reach out!

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