

your company needs



theinstant
EDGE

A Jonathan Clark Interview

Positioning – Claim Your Advantage Stance!



“To get maximum value from this live tele-training, print this Action Guide so you will take notes on each secret I reveal during this LIVE teleseminar!”

~ Jonathan Clark, Chief Instructor
www.InstantEdge.co.uk

Tips to Get the Most Out of This Training:

1. Print this handout so you can take **notes** during this teleseminar training.
2. Think of how to quickly **implement** the secrets revealed from this training.
3. Make a deadline to **complete** at least 3 tips revealed during the training.

Quote of the Module

“You build brand loyalty in a supermarket the same way you build mate loyalty in a marriage – you get there first and then be careful not to give them a reason to switch” – Al Ries & Jack Trout



The public is

Positioning allows you to build a

The better the positioning, the _____ the fee.

Equally, the worse your positioning, the _____ your fee

Ultimately your positioning controls

We want them to view you as a _____,

not a _____.

The easy way to get into a person's mind is to be _____

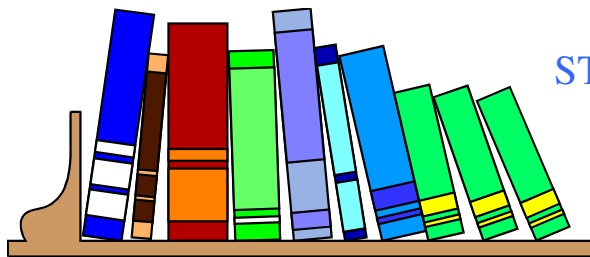
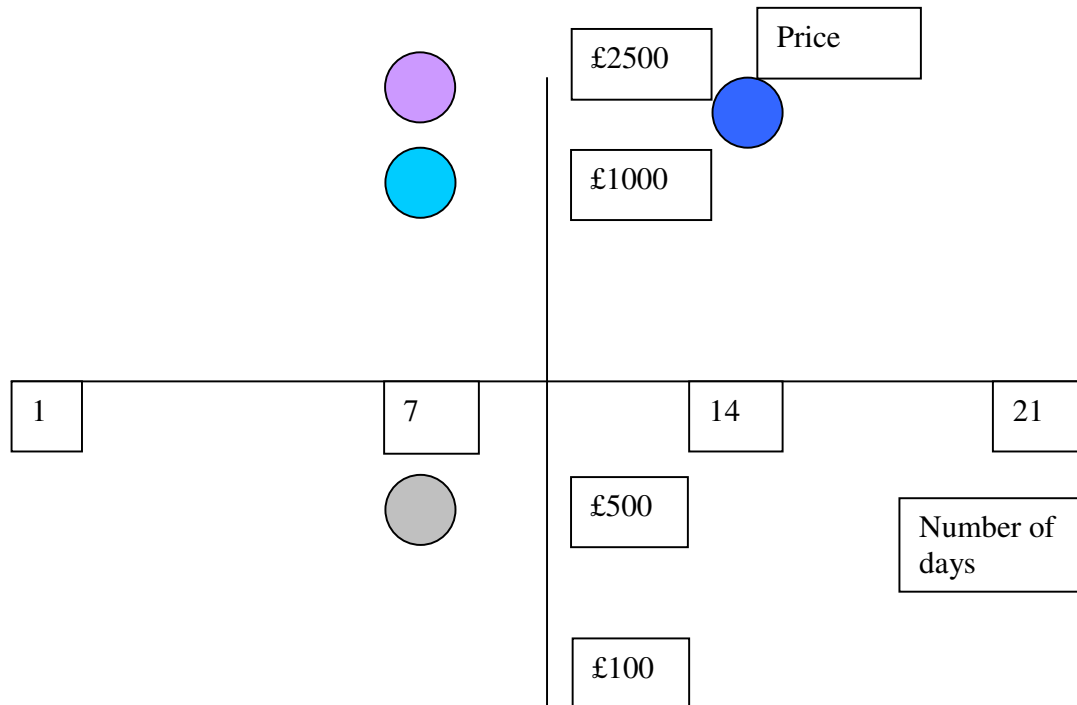
Now none of what people perceive about a specialist may be true, but it is how they perceive you. Perception is _____

Answer the following questions:

1. What is your businesses' current position, in the eyes of your prospects right now?
2. What position do you want to own in the minds of your prospects?
3. Whom must you _____? Forget going head to head with big names. Try and find a _____ that no one else is standing on. Try and find a _____ in their position.
4. Do you have enough money? It takes money to build a position. It takes money to hold onto it too. The answer is to do it _____, starting in one location first. Or _____ with one client group first.
5. Can you stick it out? Positioning is _____ – the longer you hold that position, the better it gets.
6. What are some of the _____ in your industry, key search terms, language that the prospect uses. _____ are triggers for associations in people's minds.



STRATEGY #1



STRATEGY #2

STRATEGY #3 YOUR USP

1. What are you really good at?
2. What are your clients really buying?
3. What are you really selling?
4. Why should people buy from you?
5. What's one good reason?
6. Write a single compelling sentence about why your clients should buy from you instead of someone else?

7. What is the single biggest stereotype your prospects have about your business?
8. How can you beat the stereotype?

“You know how _____? Common problem or grievance
Well, what I do is _____.” Ideal solution to that problem.





Typical Outcome: 5-6% conversion

200 Prospects

"Typical Marketing" Outcome: 1-2% conversion
2-4 New Clients

"Targeted Marketing" Outcome: 5-6% conversion
10-12 New Clients

4 New Clients = \$240
12 New Clients = \$720

STRATEGY #5



STRATEGY #6

DEVELOP YOUR OWN

The creators of NLP trained a young guy called Tony Robbins. They sell _____ and have up to 700 people in the room. Tony sells “_____” and has had 10,000 people in the room.

STRATEGY #7 THE “AGAINST” POSITION



STRATEGY #8



STRATEGY # 9



3-Step Action Plan for your next success steps

1. Develop and implement ONE Positioning strategy – the easiest
2. Create your "Ideal Client" profile.
3. Take a look at the Instant Edge Coaching Club for more strategy.

<http://www.instantedge.co.uk/coaching-club/>