



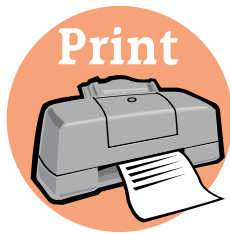
# Kore Access

## Competitive Positioning Review and Evaluation Worksheet



### Are You the Preferred Choice Among Your Customers?

Does your organization's market placement convince buyers to choose you over your competitors? Are you winning the attention of potential customers, as well as the loyalty of existing ones? To find out, review your organization's competitive and strategic environment with this easy-to-complete worksheet.



Use this worksheet to outline your competitive positioning strategy, and use the chart on the third page to ensure you have considered all factors in your competitive environment.

**1. Who are your biggest direct and indirect competitors?**

What are the sources of competition? Brand, generic, form.... **What makes them competitive?** Price, product, place, promotion?



---

---

---

---

---

---

**2. How are your products and services different from those of the competition?**

Which features are exclusive? What makes your products and solutions better?



---

---

---

---

---

---

**3. What factors in your strategic environment (location, partnerships, contract terms, staff...) provide a competitive advantage?**

How do you communicate this in your marketing messages and materials?



---

---

---

---

---

---

4. **What is the culture of your organization? How does it compare with the culture of your competitors?** Consider strategic importance of customer orientation, marketing emphasis and knowledge, length of marketplace initiatives....



---

---

---

---

---

---

---

5. **How do your resources assist or hinder you?** Where are potential areas of competitive advantage and strategic differentiation? Consider all resources: financial, human, physical, knowledge....



---

---

---

---

---

---

---

6. **How do your online and offline marketing materials position you in the mind of customers?** Do your messages attract and keep readers and motivate them to buy?



---

---

---

---

---

---

---

7. **How is your core brand identity conveyed in your marketing? Do your core values connect with customer needs?** Does your market placement highlight your organization in a way that convinces buyers to choose your solution over that of your competitors? Refer to the **Competitive Positioning Assessment Chart**.



---

---

---

---

---

---

---

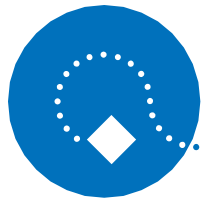
---

---

---



*For additional marketing resources, please visit [www.koreaccess.com](http://www.koreaccess.com).*



# Kore Access

## Competitive Positioning Assessment Chart

