



POSITIONING

Inclusive Go-To-Market Strategy-Consulting

We offer this service not for an academic reason, but because positioning has always been part of our service. Even if a company that becomes our customer has not yet consciously positioned itself in the market, we have to do this in order to be successful during our sales campaigns for our customers. However, this is done through trial and error and can take some time. So why not move this step before the start of the campaigns in order to start the nationwide market presence cleanly and 100% clearly and transparently?

Our positioning service is available for this purpose.

Our MISSION becomes your VISION

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NEW-PM-SALES – POSITIONING

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Why POSITIONING ?

Clear positioning forms the basis for all marketing and sales campaigns. A unique positioning for IT consultancies is crucial and allowing them to stand out in a competitive landscape. It helps communicate a specialized expertise or approach, making it easier for clients to understand the consultancy's unique value proposition. This distinct positioning aids in targeted marketing, enabling tailored messages that resonate with the specific needs of their target audience. A well-defined positioning builds a strong brand identity, fostering trust among clients and increasing the likelihood of being chosen for specialized projects. Ultimately, a unique positioning contributes to long-term sustainability by attracting the right clients, commanding higher prices, and adapting to industry changes more effectively.

What are exemplary key questions in the first workshop?

What services do you offer currently?

What other skills do you have in the company?

What problems do you solve for your customers?

Which competitors offer similar solutions?

What result does YOUR CUSTOMER want to achieve?

What ACTUAL situation is your customer in?

What values do you represent?

What do you think about yourself? How do you see yourself?

What do you want your customers to say about your company/you?

And many more to establish the basis of positioning.

What does the POSITIONING service include?

Our Offer – POSITIONING

- **Two virtual positioning workshops – Intensive workshops for C-level on strategy planning for a clear vision**
- **Market research and analysis – In-depth analysis of your market and competitive landscape**
- **Target group focus – Identification of your target groups and their individual needs.**
- **Positioning strategy – Developing a unique positioning that highlights your strengths.**
- **Go-to-market strategy – Includes a structured Go-to-market-plan for your main service/product**
- **WhatsApp support for the CEO / Sales Director – Ongoing adaptation for sustainable success.**

- 1) Positioning workshops
- 2) Analyse & Research
- 3) Development Strategy
- 4) Implementation + 3-month WhatsApp-Support



30,000 €/One-time payment net*

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APPOINTMENT

* 2 virtual workshops (a 4h) + Positioning & Go-to-market paper + 3-month support + campaign planning overview as a recommendation for the future