

Positioning Personalization

Companies good at personalizing their positioning achieve 24% faster growth. Use this checklist to gauge your positioning personalization



Value Props and ICPs

Positioning personalization starts with shared value props, ideal customers (ICPs) and ICP messaging across market-facing teams.

01

- ☐ Ideal customer profiles (ICPs) around size, segments, and firmographics
- ☐ Consistent language on your value props, e.g. how your products impact your buyer goals for revenue, costs, staff or process efficiency, or user experience
- ☐ Buyer roles in an ideal buying group are identified, including likely titles for Champions, Executive Champions, Economic Buyers, User & Technical Buyers
- ☐ Value props are aligned by buyer role to key buyer goals for your product
- ☐ Segment specific version of language around goals and value props

Value discovery strategies

Every call should include discovery, rediscovery, or confirmation of what each buyer values.

02

- ☐ Discovery questions to prioritize new product options, customer goals, or wins
- ☐ Qualifying questions on known and needed buying committee relationships
- ☐ Velocity questions (organization initiative, timeline, budget, alternatives) that support closing and accurate forecasting
- ☐ Sales stages aligned to buyer actions on qualifying and velocity questions
- ☐ External close plan to help expansion Champion manage his internal constituencies

Personalized Storytelling

Positioning personalization continues with personalized storytelling as evidence that you can help buyers achieve their goals.

03

- ☐ Confirmation questions to prioritize buyer goals before moving to product
- ☐ Product capability talk tracks organized in a problem-solution format
- ☐ Spoken customer stories organized in a problem-solution-result format
- ☐ Customer name drop lists for each of your major market segments
- ☐ Customer stories slides tagged to buyer goals and segments to “snap into” a sales deck

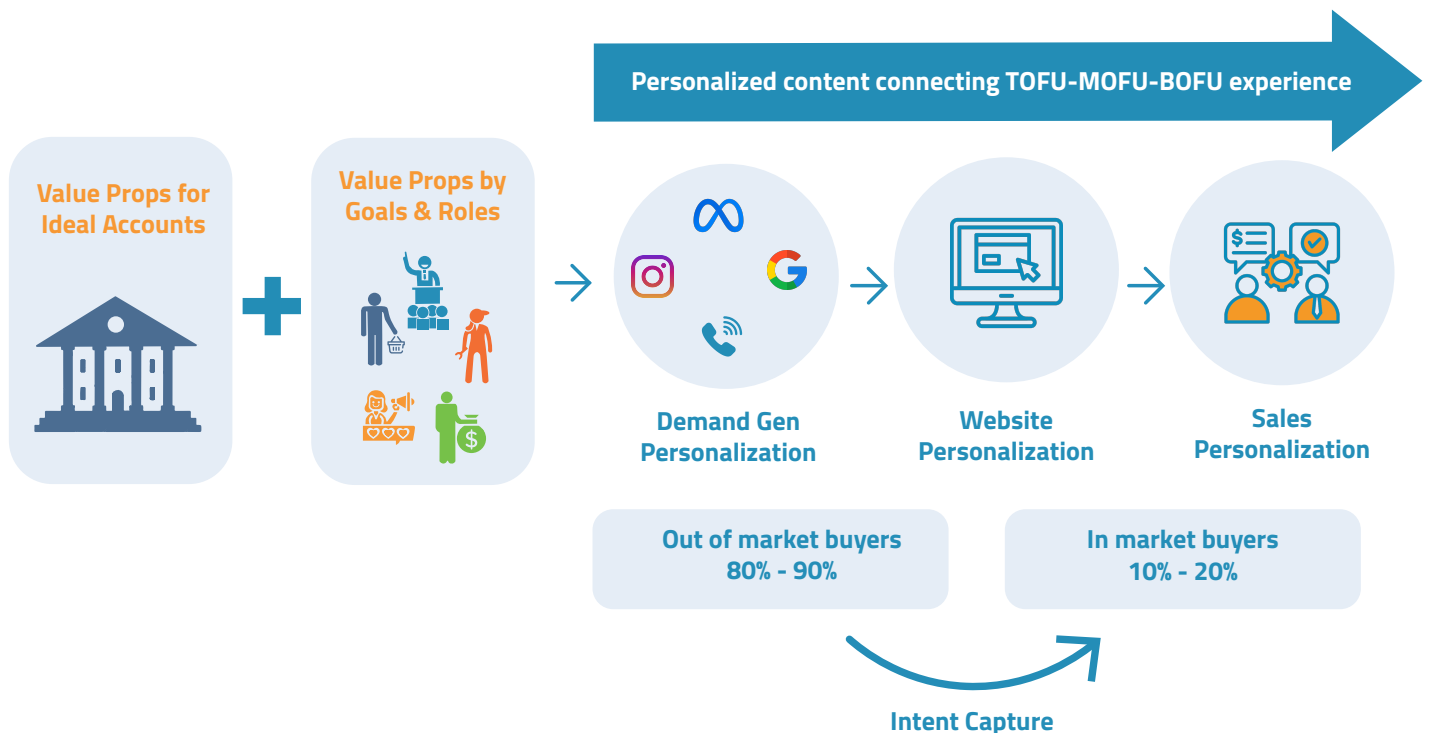
Segment Value Props

Customers are most interested in hearing how you have helped others “just like them,” so version for your key market segments.

04

- ❑ Building vertical expertise, by hiring subject matter expertise (SMEs), building vertical teams, or using a Customer Advisory Board.
- ❑ Version value props with targeted language and words specific to each segment
- ❑ Identify top peer stories that communicate segment-specific value
- ❑ Assign team members track business issues and trends, follow trade publications as well as blogs and books of thought leaders in the segment

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About Winalytics

Winalytics enables marketing and sales teams to personalize buyer value at scale. We establish a common understanding of value props, ideal customers (ICPs) and ICP messaging across market-facing teams. We deploy tailored playbooks for each team, enhancing the buyer journey to increase high-quality leads that convert faster, expand more easily, and deliver greater lifetime value.



[Learn more](#)