



# PRODUCT POSITIONING

Positioning Your Products and Services to Win

## CLIENT NEED

How you position your product and service offering with each customer type is critical to market success. Principia works with you on new and existing product and service improvements to:

**Develop or refine your existing value proposition**

**Position new products and services for market introduction**

**Reposition existing products by quantifying customer value**

**Drive commercialization path tailored to customer defined need**

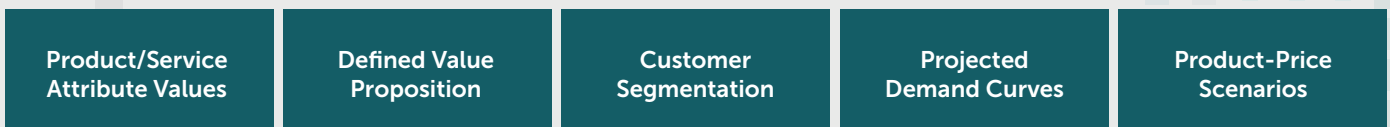
**Forecast new product acceptance with confidence**

**Develop differentiated customer messaging**

## CLIENT IMPACT

A well-defined product strategy begins with aligning product needs with the real drivers of purchase decision. We can help position and align your product and service offering with each customer group and develop unique positioning given the value delivered.

## TYPICAL PROGRAM ELEMENTS INCLUDE:



**CONTACT PRINCIPIA TO DEFINE A UNIQUE MARKET POSITION**

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