

Strategic Marketplace Positioning

EAP Strategic Marketplace Positioning

Challenge: To establish FEI's strategic position in the marketplace, specifically for its EAP program. To develop message strategies and talking points that would help the company communicate consistently about the customer benefits of its EAP services.

Target: FEI sales team and employees.

Solution: FEI offers a wide variety of services to clients, which made it difficult for the sales team and employees to clearly identify FEI's brand. Bottom Line led the senior management team through a disciplined process to create a strategic marketplace positioning statement that allowed the company to develop a consistent and cohesive message.

To help FEI find a central focus and develop this consistent message, we first conducted phone interviews to capture the insights of key leaders. Since each leader had a different understanding of FEI's existing position in the marketplace, we brought them together during a brainstorm meeting to achieve a common brand identity for FEI. We created a discussion guide to facilitate the meeting, and to help direct a conversation about the key qualities, attributes and characteristics that create FEI's unique marketplace position. Using the results of this discussion, we crafted a draft positioning statement that captured the essence of the team's idea and FEI's brand.

Then, using the strategic marketplace positioning statement, we developed message strategies and talking points that highlighted FEI's benefits, features and differentiators.

These talking points helped FEI's sales team expand upon key points of the positioning statement in a clear and concise manner that consistently tied back to customer benefits.

The talking points and message strategies are valuable guides for creating sell sheets, brochures and a Web site.

Outcome: FEI quickly created sell sheets based on the strategic marketplace positioning statement Bottom Line drafted. The statement empowered the sales team to talk consistently about the company.