



MESSAGING & POSITIONING FRAMEWORK

One page that holds brand, positioning, offerings, differentiators and value proposition together. Fill it once for the company, then clone it per segment — the spine stays, the language changes.

COMPANY BRAND

The name a buyer actually says.

COMPANY POSITIONING

Strategic intent, in plain language.
Who it's for, what it replaces, why now.

OFFERINGS

What you sell, grouped the way a
buyer would group it.

DIFFERENTIATORS

What a competitor cannot honestly
claim.

CAPABILITIES

What the buyer can do once they have
it.

PRODUCTS / TECH

The named things behind the offering.

VALUE PROPOSITION

One sentence. The outcome, not the
mechanism.