



REACH
BY WHITE SKY HOSPITALITY

POSITIONING QUESTIONNAIRE – FOR HOTELS

“What do you do?”

The question needs to be answered from the customer’s point of view and clearly state what the product does for the customer.

Who is our target customer?

Identifying and staking out the most relevant customer segments

What is the ‘avatar/avatars’ of our target customer who makes decisions?

Eg: Travel Agency, Tour Operator, FIT



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Compelling reason to buy- Unique Selling Proposition (USP)	
<i>Mapping the target customer allows us to establish and potentially control how our product is viewed in terms of benefit and differentiation. The advantage conveyed by the product to the target customer based on this is the compelling reason to buy. The singling out of the one element that creates our benefit and makes us unique in the marketplace, at the same time bearing relevance to the customer.</i>	
What does the competition not currently have for sale?	
<i>Of the competition, which features or benefits do we have that they do not offer</i>	
What is our target market looking for that they can't often find?	
<i>List services or products that our target customer is not easily able to find</i>	
What is the value proposition that we offer?	



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Understanding the customer's role (i.e., intermediary, end-user) is critical when developing a value proposition. For the customer to consider buying our product, our value proposition must be superior not only to the competition but also to doing nothing (or continuing to do what they are doing). It must differentiate us from the competition and focus on our product's unique benefits. Our value proposition must demonstrate an understanding of what our customers are trying to achieve.

What is a compelling reason to buy - Unique Emotional Proposition (UEP)

How does our offering make our customer feel – emotionally, why they'd choose our product or service over another. Acknowledge our ideal buyer's self-image (avid traveller, European family, Gujarati business men, Jains etc) and suggesting that our service reflects those values. Or we can suggest our product is sought by the kind of people they aspire to be.

Key benefit that directly addresses the compelling reason to buy

Key difference or point of differentiation

Risk Reversal – how can we help our targets feel they take little or no risk while doing business with us

Differentiate ourselves with outrageously bold guarantees, that our competition don't have the guts for. What can we promise our target customers



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Inordinate Value. What additional value can we give the target customer?

Identify a list of complimentary services or value additions that come along in a bundle. Our offer will need to appear "irresistible", compared to our competition.

Clear, Complete, & Concise Customer Education

We should not make people try to figure out on their own why they should be doing business with us. We must spell it out for them in short and simple terms.



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COMPETTIVE POSITIONING QUESTIONNAIRE

Our main competition - how do they compete against us (for example, as a direct discount or on price)?

In the eyes of our customers, what are the strong and weak sides of the competition?

How are we different from the competition? What are the key factors that motivate our target customers to buy (the compelling reason to buy)? What attributes do they value?

What differences exist between us and our competitors that generate value for our target customer?

Does our technology or value chain create opportunities to offer additional value to our target customer that the competition is overlooking?



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POSITIONING STATEMENT TEMPLATE

For (target customer or market)...

Who (have a compelling reason to buy)....

Our product is a (product's placement within a new or existing category)....

That provides (key benefit that directly addresses the compelling reason to buy)

Unlike (primary alternative source (i.e., competitor) of the same benefit)

Our product (key difference or point of differentiation in relation to the specific target customer)