

Marketing: Optimal Positioning Theory

By Peter Andersen

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Written by Pro Hawaii Communications Group

Commercial organizations, as with all living entities, are motivated by their survival instincts. One tactic organizations use to ensure survival is to capture market share. Doing so will significantly enhance an organization's probability of success in its Darwinian quest for market dominance. In this pursuit, the top method used by professional marketers is to first identify, then achieve, optimal positioning within the marketplace.

Over two thousand years ago, the great strategist Sun Tzu, pontificated that the ground (i.e., positioning) was a key element in all competition/conflict. Where the victor, among other factors, was determined primarily by the ground they held. Sun Tzu also suggested that it is best to first identify and acquire the optimal ground, then hold this position and persuade the opposition to come to you. This strategy offers many benefits. First, a focused-impact can be harnessed by channeling the energy saved by maintaining ground, second, it affords one the competitive knowledge and insights from their own positioning.

Professional marketers acknowledge the importance of this marketing strategy by first researching the marketplace to identify, then achieve, optimal positioning. This marketing method significantly optimizes an organization's marketing communications while conserving limited energies and resources. For more information on identifying your organization's optimal positioning log onto <http://www.focusedimpact.com> today.

Optimal Positioning Bonus:

Auto-racing's pre-qualifying runs are used to determine a driver's ranking/ placement prior to the actual race. The best qualifying times receive the best positions near the front of the track. The #1 qualifying time receives the coveted pole position. Being at the top of the line-up provides obvious strategic & tactical advantage.

Bonus II: Apply Optimal Positioning Theory to your professional career and position yourself as a knowledgeable expert in a specialty of your choice.

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