

# **Sales positioning**

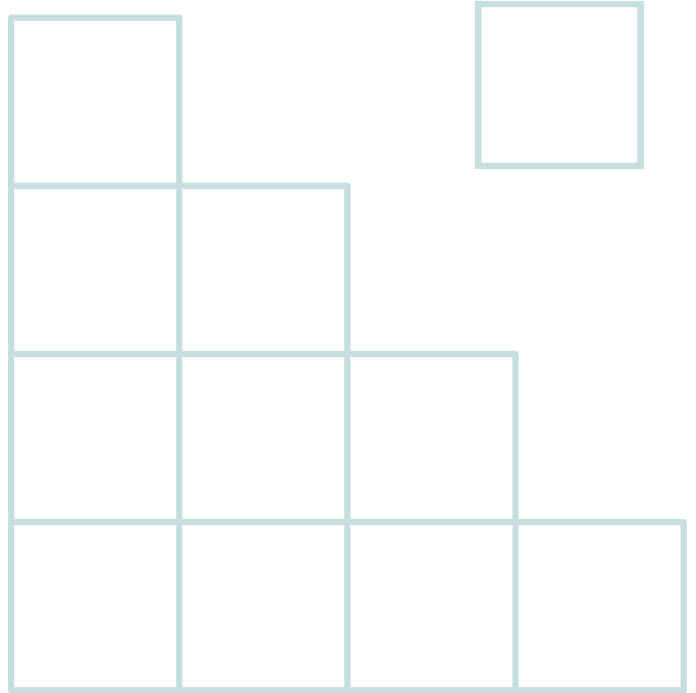


**How to make your value clearer, sharper and  
easier for buyers to choose.**



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# Introduction

Most sales problems start before the sales call.

If buyers cannot quickly understand who you help, what problem you solve and why your approach matters, your team has to work much harder.

That is where positioning affects sales.

Good positioning makes your value easier to understand, easier to compare and easier to justify internally.

This guide will help you review your message, sharpen your sales language and spot where buyers may be losing interest before they enquire.

Use it to make your offer clearer, more relevant and more commercially useful.

# Why positioning matters now

B2B buyers research before they speak to sales. They compare websites, scan LinkedIn, ask peers, read reviews, search online and discuss options internally. By the time they book a call, they may already have a view on who they trust.

That makes clear positioning important. If your message sounds vague, buyers move on. If your value sounds like everyone else's, price becomes the easy comparison. If your proof is weak, the decision feels riskier.



## Who is this for?

Buyers should recognise themselves quickly. Be clear about the customer type, commercial problem and buying trigger your offer is built around.



## What problem do you solve?

Use the buyer's language. Specific problems are stronger than broad claims about growth, service or support.



## Why should they act now?

Show what is being affected: revenue, pipeline, conversion, forecasting, sales confidence or team performance.

# The buyer's starting point

Good positioning starts with the buyer's world. Before they contact you, buyers already have assumptions about the problem, the options, the cost and the risk of choosing the wrong supplier. Your message needs to meet them there.



## The problem

What is actually happening?

Stalled deals, poor-fit enquiries, weak conversion, inconsistent follow-up, unclear reporting or sales activity that is not turning into revenue.

Name it clearly.



## The trigger

Something usually pushes the buyer to act.

A missed target, board pressure, growth plans, new leadership, poor forecasts or repeated sales frustration.

This tells you what matters now.



## The buying group

One contact may lead the conversation, but others often shape the decision.

Your positioning needs to work for the wider group, not just the first person who enquires.

# Turn value into sales language



Strong positioning gives your sales team better words. It helps them explain value clearly, confidently and without falling back on vague promises.

1

## **Say what you do plainly.**

Buyers should not need to decode your offer.

Use direct language that makes the problem, service and outcome obvious.

2

## **Connect value to commercial impact**

A service only matters because of what it helps the buyer improve.

Link your work to pipeline quality, conversion, forecasting, revenue confidence or team performance.

3

## **Use buyer language**

Listen to sales calls, emails, objections and client feedback.

The best wording often comes from the phrases buyers already use.

4

## **Make comparison easier**

Buyers are comparing you anyway.

Help them understand when your approach is the right fit, why it matters and what makes it credible.

# Proof that reduces buying risk

Buyers want confidence that the decision will hold up internally. Your positioning should reduce risk by showing proof, process and relevance.

## Clear proof

Use results, examples, case studies, testimonials, diagnostics and client language.  
Proof should be believable, not overblown.

## Practical detail

Show how the work happens.  
Buyers want to know what will be reviewed, what will change and what they will receive.

## Internal justification

Your buyer may need to explain the decision to someone else.

Give them the commercial reason, the problem, the evidence and the next step.

## Objection support

Price, timing, internal resource and change risk can slow decisions.

Good positioning answers those concerns early.

# Consistency across the buyer journey

Positioning should show up everywhere the buyer forms an opinion.

That includes your website, LinkedIn, outreach, discovery calls, proposals, follow-up emails, lead magnets and booking pages. If each touchpoint says something different, the buyer has to work harder.

That creates friction.

## **Website**

Make the main message clear within seconds.

Who you help, what you fix and why it matters should be obvious.

## **Outreach**

Lead with relevance.

Show that you understand the buyer's likely situation before asking for their time.

## **Sales conversations**

Use positioning to guide discovery.

Ask questions that connect the buyer's problem to the value you deliver.

## **Proposals**

Summarise the problem, priorities, recommendation, proof and next step.

## **Follow-up**

Send useful evidence.

Polite chasing rarely moves a decision forward.

# The sales positioning formula

1. Define the buyer: Know who the offer is for.
2. Name the problem: Use specific buyer language.
3. Identify the trigger: Know what causes the buyer to act.
4. Show the cost of doing nothing: Make the commercial impact clear.
5. Explain the outcome: Connect your offer to a real business improvement.
6. Prove the claim: Use examples, results and practical evidence.
7. Support the buying group: Give different stakeholders what they need.
8. Make comparison easier: Help buyers understand why your approach fits.
9. Align every touchpoint: Keep the message consistent across sales and marketing.
10. Review regularly: Use live sales conversations, lost deals and buyer feedback.

# Conclusion

Sales positioning shapes who pays attention, who enquires and how clearly your team can explain value.

When positioning is weak, sales conversations become harder than they need to be.

When positioning is clear, buyers understand the problem, the relevance and the reason to keep talking.

## **Start by reviewing five questions:**

1. Who are we clearly for?
2. What problem do we solve?
3. What triggers buyers to act?
4. What proof supports our claims?
5. Where does our message become unclear?

Better positioning gives your sales team a stronger starting point.

## **Need help sharpening your sales positioning?**

Paula Bolton Consulting helps B2B businesses improve sales performance by strengthening positioning, pipeline and conversion.  
Get in touch today.



## **Need Help? Get in touch today!**

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