

## HIRING A POSITIONING CONSULTANT WITH THE BENEFIT OF HINDSIGHT:

### A 12-POINT PERFORMANCE SCORECARD

for CMO's, Marketing Directors, Small Business Owners & Startups



#### THE RIGHT POSITIONING CONSULTANT FOR YOU

When you hire a positioning consultant, it pays to think through how you will evaluate the finished work. By time-traveling, as it were, and projecting yourself into the future, you can reverse-engineer your selection process. If you assume the marketing positioning project you are now sitting on is done, asking yourself why you are satisfied, disappointed or over-the-moon ecstatic helps you tailor your management approach from the get-go. While this company positioning consultant checklist is by no means exhaustive, it should help you identify where many brand positioning consults go astray. It should also help equip you for the vast differences in positioning experience, service and talent available to you on the marketplace today.

		YEP! 😊	NOT SO MUCH 😞
PROCESS	1: Did your positioning consultant begin the relationship by citing case studies wherein his/her newly identified positions directly resulted in a) increased target interest, understanding and excitement, and b) accelerated company development?	<input type="checkbox"/>	<input type="checkbox"/>
	2: Did your positioning consultant begin the process by clarifying your goals and seeking as much documentation as possible on past and current business performance, target and competitive intelligence, prior marketing executions, etc.	<input type="checkbox"/>	<input type="checkbox"/>
	3: Did your positioning consultant leverage existing resources, such as a recently performed SWOT analysis or publicly available research, in an effort to expedite the process?	<input type="checkbox"/>	<input type="checkbox"/>
	4: Did strategic position consulting services include creative exploration of taglines or campaign theme-lines to demonstrate the validity of the new position and to internally vet its merits?	<input type="checkbox"/>	<input type="checkbox"/>
PEOPLE	5: Did the positioning consultant help create the kind of personal chemistry that supports teamwork and project success?	<input type="checkbox"/>	<input type="checkbox"/>
	6: Did your positioning consultant exhibit a unique combination of business acumen and creative marketplace insight?	<input type="checkbox"/>	<input type="checkbox"/>
	7: Did the positioning consulting performed by your advisor reflect the work of a person driven by the need to define things precisely?	<input type="checkbox"/>	<input type="checkbox"/>
	8: Did the positioning consultant demonstrate a willingness to explore multiple avenues of exploration, discourse and debate in pursuit of the one single idea thought to represent the most significant competitive advantage?	<input type="checkbox"/>	<input type="checkbox"/>
PRODUCT	9: Was the newly articulated position campaign-able; did it provide a springboard from which to launch future consistent marketing initiatives?	<input type="checkbox"/>	<input type="checkbox"/>
	10: Did your new company or product position help you better capitalize upon prior successes, helping you to cash-in on the unclaimed equity of the blood, sweat and tears of years prior?	<input type="checkbox"/>	<input type="checkbox"/>
	11: Was the new position as readily appreciated by Sales as it was by Marketing and the CEO?	<input type="checkbox"/>	<input type="checkbox"/>
	12: Did the ultimate position simultaneously reflect an attention to everything shared with the consultant while at the same time being progressive and forward-thinking?	<input type="checkbox"/>	<input type="checkbox"/>