

VALUE CREATION · 05

Strategic Positioning

Positioning decides what buyers believe the company is part of, and what they will pay for it.

THE QUESTION IT
ANSWERS

Does the market understand what the company has become, or is it still buying what it used to be?

THE METHOD

From market evidence to one position, in five phases

Phase 1

Market assessment

Five lenses: megatrends, category, audience, offering, brand landscape.

Phase 2

Assumptions to test

Conclusions turned into named, falsifiable assumptions.

Phase 3

Validate

Structured jobs-to-be-done interviews across the buying committee.

Phase 4

Brand house

Pains, insights, promises, values, value proposition, one position.

Phase 5

Roll-out

Into website, sales deck, messaging and the equity story.

WHAT WE DO

Run the five-lens market assessment, ending in testable assumptions

Validate with interviews with customers and the internal team

Build the brand house from verified pains up to one position

Carry the position into site, sales story and board narrative

WHAT YOU RECEIVE

Market assessment and assumptions register

Interview findings: confirmed, refuted, revised

Brand house and position statement

Messaging framework and roll-out plan

METRICS MOVED → ENTERPRISE
VALUE

Win rate and price: buyers compare on outcome, not spec

Multiple: category position moves the valuation frame

Equity story: the position becomes the exit narrative

TYPICAL TIMELINE

10–16 weeks

PROOF

Danelec: the repositioning moved the company on five axes at once, product to customer, inside-out to outside-in, input to outcome, offering to impact, reactive to proactive, and became the equity story in the exit to GTT.

Let's talk about your commercial foundation.

Asbjørn Severin · Commercial Operating Partner

asbjorn@andseverin.com

+45 3112 6763 · andseverin.com