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| **PRODUCT POSITIONING TEMPLATE [A green sign with white text  Description automatically generated](https://www.smartsheet.com/try-it?trp=11978&utm_source=template-word&utm_medium=content&utm_campaign=Product+Positioning-word-11978&lpa=Product+Positioning+word+11978)** |
| **SITUATION DESCRIPTION** |
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| **TARGET AUDIENCE DEFINED** |
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| **SITUATION DESCRIPTION** |
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| **SITUATION DETAILS** |
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| **CRAFTING THE POSITIONING STATEMENT** | | | |
| **WHOM THE PRODUCT IS FOR** | | | |
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| **WHAT THE PRODUCT IS** | | | |
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| **WHAT THE PRODUCT PROVIDES** | | | |
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| **WHAT MAKES THE PRODUCT UNIQUE** | | | |
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| **ADVANTAGES OFFERED BY THE PRODUCT** | | | |
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| **PRODUCT ADVANTAGES AND FEATURES** | |
| **ADVANTAGE NAME** | **FEATURE OF NAMED ADVANTAGE** |
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