

POSITIONING TEMPLATE

- **Sentence #1 : X Axis : Value to the Customer**

- For *(target customer)*
- Who *(statement of need or opportunity)*
- The *(product of service name)* is a *(product category)*
- That *(statement of benefit)*

- **Sentence #2 : Y Axis : Uniqueness**

- Unlike *(primary competitive alternative)*
- Our Product *(statement of primary differentiation)*

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TESLA MODEL S



- **Sentence #1 : X Axis : Value to the Customer**

- For wealthy individuals and car aficionados
- Who want an environmentally friendly and high-end car
- The Tesla Model S is an electric automobile
- That delivers unprecedented performance without damaging the environment.

- **Sentence #2 : Y Axis : Uniqueness**

- Unlike Audi, BMW and Lexus sedans,
- Our Product has fantastic mileage, unparalleled performance, and no direct carbon emissions

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