



Standard Positioning Statement Template

For [your target audience] who [their need], [your company name] gives [the main advantage that sets you apart from competitors] because [why your target audience should believe your statement].

10 Industry-Specific Positioning Statement Templates

1. Software Services and Products

Business professionals require software services and products that can aid their business growth. [Company name] offers easy-to-use services and products that help customers make better business decisions.

(Note: Consider the value proposition specific to your brand's services or products thoroughly.) [Company name] wants to help your business grow optimally by doing [core advantage #1], [core advantage #2], and [core advantage #3].

2. Financial Services

[*Target segments*] trying to achieve their [*target*] rely on [*Company name*] to help them navigate confidently through their chief financial goals like [*example 1*], [*example 2*], and [*example 3*]. [*Company name*] provides dedicated financial advisors and customized financial plans to help you exceed your financial goals.

3. Food & Beverage

For [*Target segments*], [*Company name*] offers good-quality products and memorable customer experiences. [*Company name*] has a remarkable record of consistently delivering products our customers like to include in their everyday lives. Choose [*Company name*]'s products for sure shot [*core advantage #1*], [*core advantage #2*], and [*core advantage #3*].

4. Healthcare

Patients should get healthcare services with highly skilled staff and quality equipment. [*Company name*] is a market leader when it comes to healthcare. We have earned patients' trust due to our comfortable and reliable healthcare. [*Company name*] is helping people lead healthier lives by providing [*service #1*], [*service #2*], and [*service #3*].

5. Retail

Shoppers who want to buy affordable [*retail products: clothing, cooking, beauty, tech gear, edible goods, etc.*] like to shop with [*Company name*] for the best [*core advantage, i.e., offers" or "delivery service"*]. [*Company name*] knows the kind of service our customers expect. Our goal is to deliver a memorable shopping experience to every customer, every time.

6. Nonprofit

[*Target donors*] that want to help fulfil [*Company name*]'s cause are helping make an impact. [*Company name*]'s chief focus is [*core advantage #1*], [*core advantage #2*], and [*core advantage #3*]. When [*Target donors*] choose to help [*company name*], we're able to fulfil causes like [*example #1*], [*example #2*], and [*example #3*].

7. Education

[*Targeted student segment*] wants to develop new skills and knowledge and would love to do so with [Company name]. [Company name's] courses and certifications can help students achieve [example #1], [example #2], and [example #3]. Choosing to learn with [Company name] is a decision to be part of a growing community that cares for each learner's growth and success.

8. Real Estate

Home buyers want an easy and smooth home-buying experience. [Company name] has connections with exceptional realtors who are with you during every part of your home-buying process. In addition to helping you search for a home, we also offer informational resources to help you better understand the various steps of buying a home. At [company name], we'll do our best to help you find the perfect home.

9. Travel/Hospitality

Travelers stay at [company name] for a quality travel experience. During their stay with [Company name], guests can enjoy a variety of meals at [local restaurant or venue] or spend time doing [activities and events at or near venue]. Our foundational goal is to provide the perfect place for guests to stay while giving the best customer service we can, which we do by [core advantage #1], [core advantage #2], and [core advantage #3].

10. Automotive

Car buyers that look for the [your crucial value, i.e., "safety" or "most affordable" "style"] vehicles trust [company name] for the best deals. [Company name] has sold over [amount] of cars and helped car buyers save thousands of dollars. At [Company name], our sales experts will assist you during every buying process step. Our team is dedicated to helping you find the perfect car that fits your needs.