



Articulate a Mission

Goal: Take your focus and express it as a mission or higher calling

By framing your positioning as a mission you will have more moral authority in the sale and in the engagement afterwards. This can be very empowering, especially if you're the nervous salesperson type.

Take your positioning claim in the two-sentence elevator pitch (P2 Articulate a Claim) and see if you can rewrite it beginning with the words, "We're on a mission to..."

Your mission-based positioning statement:

- Should go beyond helping your clients sell more product and speak to a positive impact in the greater world
- Should give you moral authority when dealing with a difficult prospect in the sale
- Can be hard on issues but soft on people or individual companies; make enemies of ideas only

Positioning Claim

_____ is the leading source of _____ for _____ .
FIRM DISCIPLINE MARKET

E.g., Win Without Pitching is the sales training and coaching organization for experts.

Mission

We're on a mission to: _____

E.g., Win Without Pitching's mission: We are on a mission to change the way creative services are bought and sold, one firm at a time.