

Positioning Statement Builder + Messaging Matrix

Built for consistent GTM execution across marketing and sales.

Positioning Statement Builder

Complete this once. This becomes the source of truth for every message.

Target Customer Who this is for. Be specific.	
Problem We Solve The real, costly problem they already feel.	
Primary Outcome What improves when we win. Measurable if possible.	
How We Do It Mechanism, not features.	
Why We're Different What makes alternatives less effective.	

Positioning Statement (Final)

For [target customer], EnableU helps [primary outcome] by [how we do it], **unlike** [alternatives].

Messaging Matrix

Same story. Different emphasis by buyer role.

Buyer Role	What They Care About	Message Angle & Proof
Economic Buyer (CEO / CFO)	Outcome they are measured on Risk they fear	Proof they will believe
Champion (CRO / VP Sales)	Outcome they are measured on Risk they fear	Proof they will believe
User (Sales Manager / Rep)	Outcome they are measured on Risk they fear	Proof they will believe
Influencer (RevOps / Enablement)	Outcome they are measured on Risk they fear	Proof they will believe