

DAN STEWART

POWER POSITIONING™

HOW TO WIN EVERY OPPORTUNITY



DOWNLOAD

happygrasshopper.com/workbook

fact —————

Power Positioning Produces Sales

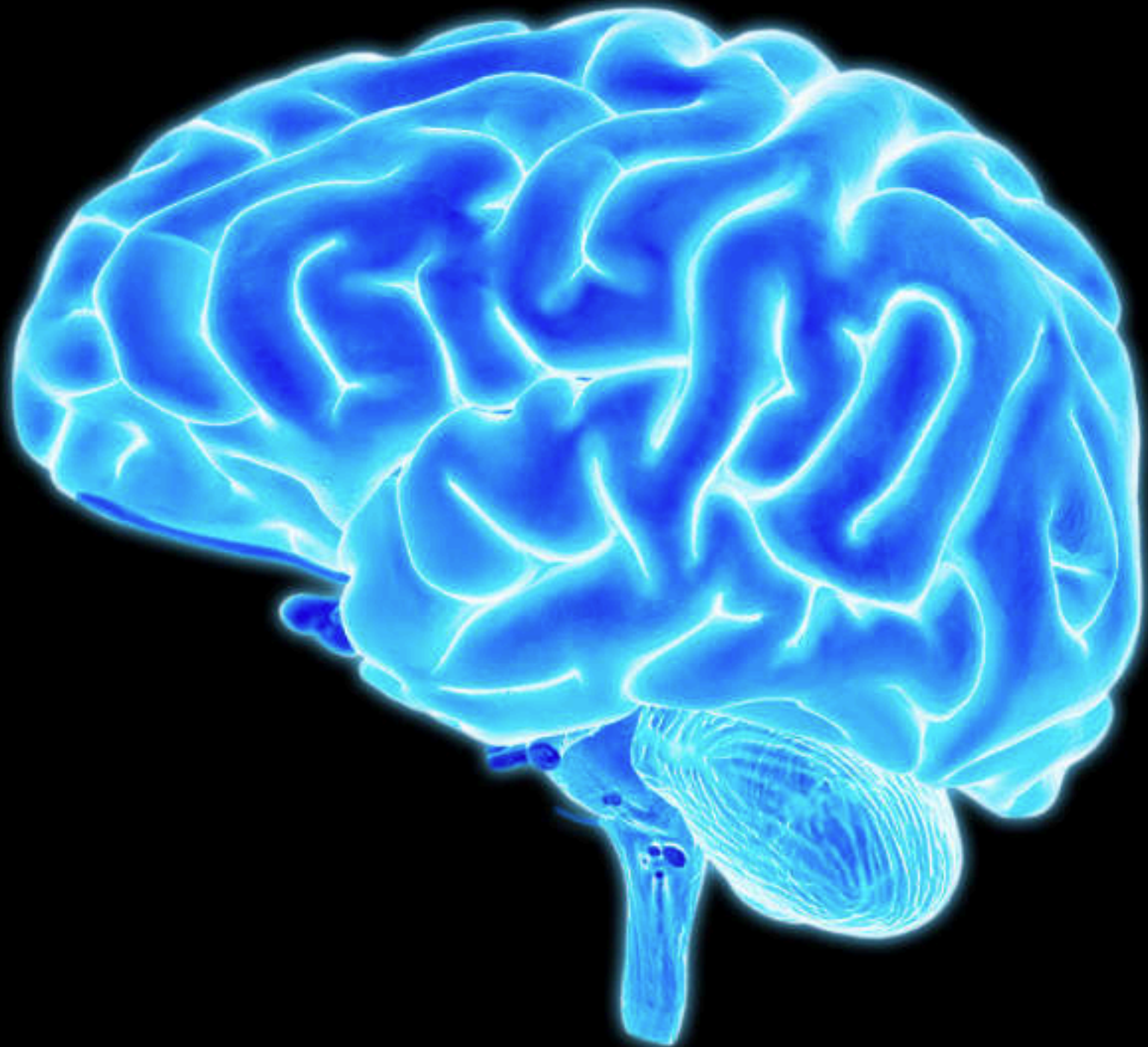
happygrasshopper.

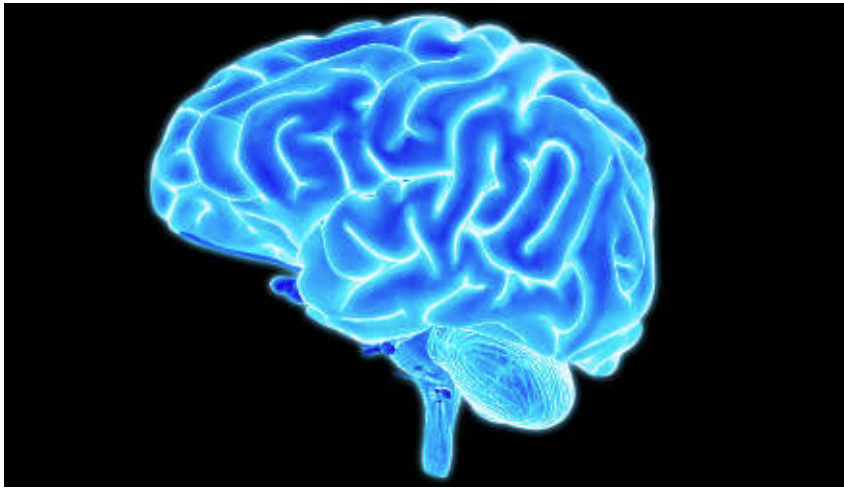
01 Authority...

Potential clients are looking for reasons to say yes. Well crafted positioning statements cause them to more frequently.

When you consistently position yourself effectively, you make it easier for people to talk about you.

Positioning separates you from the competition and establishes AUTHORITY.





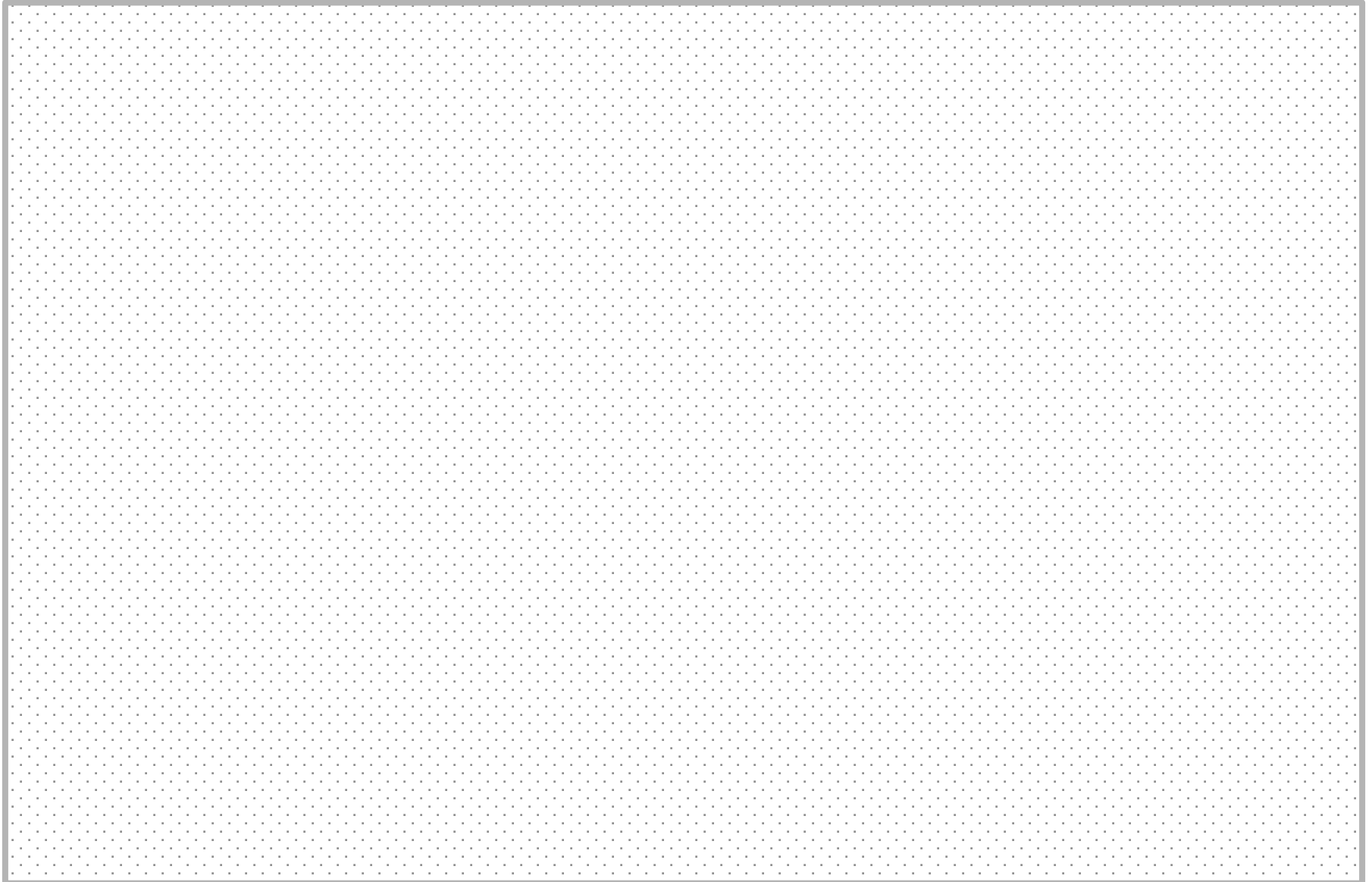


Examples

NOTES

I help _____.

NOTES



NOTES





Core Values

Every member of our company is sincerely committed to your success. Each of us will strive to exceed your expectations in a way that leaves you feeling surprised, delighted, and absolutely thrilled to be a member of Happy Grasshopper.



Thoughtful

We deeply listen and strive to understand.



Intentional

Actions guided by intentions create results.



Tenacious

We tirelessly pursue the achievement of our goals.



Consistent

Consistency equals professionalism.



Positive

Opportunity is everywhere with the right mindset.



Open-minded

We set aside our egos in the quest for victory.



Honest

Transparency is critical to improvement.



Dependable

Time-on-task over time achieves everything.

Resources

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