

Competitive Positioning Awareness Grid

A reality check for how you compare to your market





What This Template Is For



See Your Position

Understand how your business compares to competitors based on observable positioning, not assumptions.



Gain Clarity

Make clearer strategic decisions with evidence-based insights about your market position.



Not a Teardown

This is a clarity tool designed to help you understand reality, not criticize competitors.



How to Use This Grid

01

Choose Dimensions

Select 2 dimensions buyers actually care about for your market analysis.

02

Use Observable Evidence

Base your analysis on websites, proposals, and buyer conversations — not assumptions.

03

Be Honest

The value is in clarity, not perfection. Honest assessment drives better decisions.

Step 1: Select Your Positioning Dimensions

Choose one dimension per axis. These should be buyer-relevant factors that differentiate businesses in your market.

Price-Led ↔ Value-Led

How do you position on cost versus value delivery?

Tactical ↔ Strategic

Execution-focused or leadership-oriented approach?

Reactive ↔ Proactive

Support model versus partnership approach?

Commodity ↔ Outcome-Driven

Service delivery versus results orientation?

Step 2: Competitive Positioning Grid

Complete this template for your business and key competitors. **If you cannot cite evidence, mark the cell "Assumed."**

Business	Primary Message Buyers See	Pricing Signal	Differentiation	Evidence Used
Your Business				
Competitor 1				
Competitor 2				
Competitor 3				

Step 3: Pattern Awareness Questions

Answer each question in 1–2 sentences to identify market patterns.

Competitor Clustering

Where do most competitors cluster on your grid? What does this reveal about market norms?

Repeated Messages

What message is everyone repeating? Is there a common positioning theme across competitors?

Separation Analysis

Where is there clear separation — or none? What opportunities or challenges does this present?

Step 4: Credibility Check

Answer Yes or No to validate the quality of your analysis.



Evidence-Based

I can point to real evidence for each entry in my grid.




Buyer-Confirmed

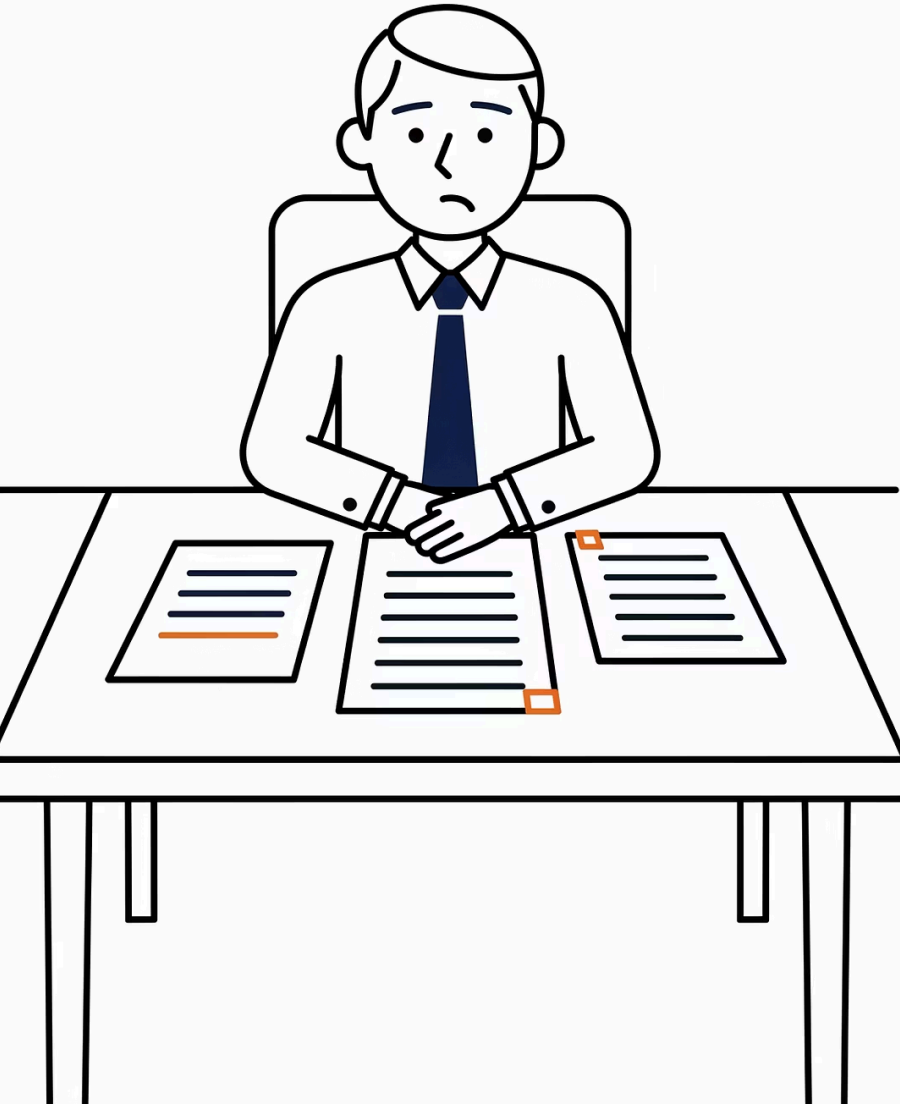
At least one buyer has confirmed these differences exist.



Intentional Positioning

My positioning is intentional, not accidental or assumed.

 **Important:** If any answer is **No**, treat your insights as **unconfirmed** and gather more evidence before making strategic decisions.



Step 5: Decision Reflection

Based on what you see in your completed grid, consider these strategic questions.

Reinforce

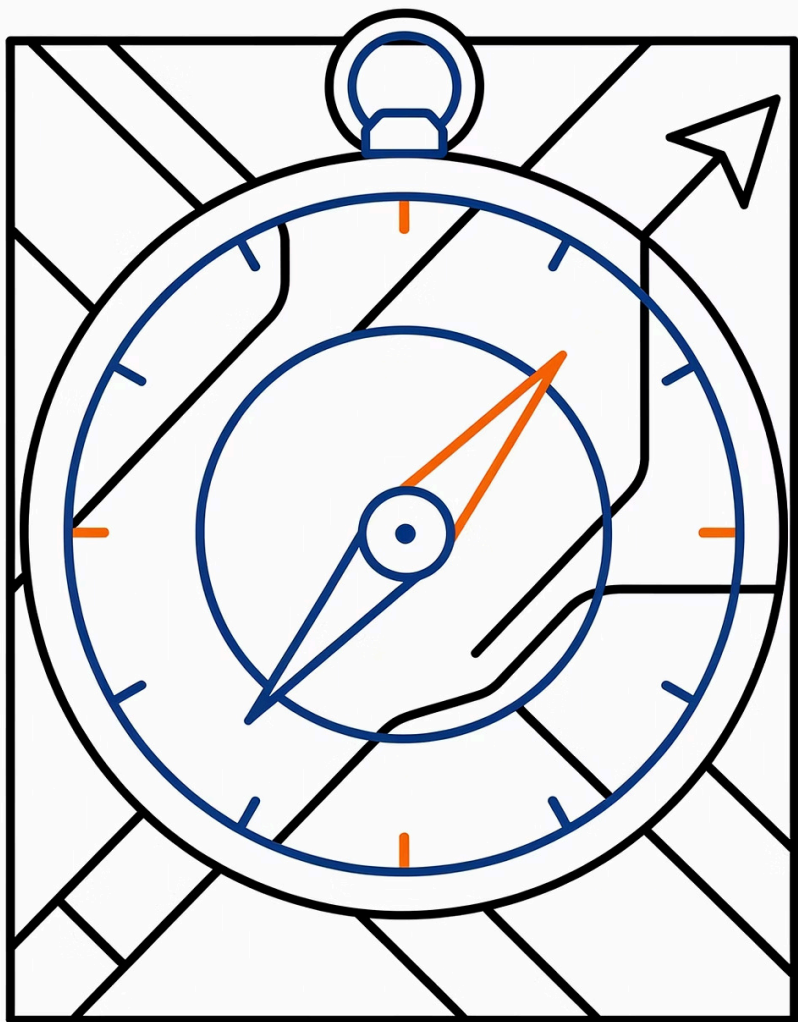
What positioning strengths should you continue to emphasize and build upon?

Stop Claiming

What messages lack evidence or differentiation and should be reconsidered?

Clarify

What needs to be made clearer for buyers to understand your unique value?



Important Note

This grid does **not** tell you what to do. It helps you see what's real so you can decide intentionally.

Example: Fractional CFO Business

This illustrative example reflects common, observable patterns in the Fractional CFO market.

Market Context

Fractional CFO services show distinct positioning patterns based on price versus value orientation.

Example Purpose

This demonstrates how to apply the grid framework to a real market scenario.



Selected Dimensions

For this Fractional CFO example, we've chosen two buyer-relevant axes:

1

Price-Led ↔ Outcome-Led

How the service is positioned on cost versus results delivered

2

Transactional Finance ↔ Strategic CFO Leadership

Level of strategic involvement versus tactical execution

Competitive Positioning Grid Example

Business	Primary Message	Pricing Signal	Differentiation	Evidence
Our Firm	Strategic financial leadership	Value-based	High	Website + sales conversations
CFO Firm A	Affordable CFO services	Low	Low	"Starting at \$2,500/month"
CFO Firm B	Cost-effective advisory	Mid	Medium	Services page language
CFO Firm C	Reporting & forecasting	Mid	Low	Proposal sample

Pattern Awareness Summary



Market Clustering

Most competitors emphasize cost and coverage, creating a crowded middle market.



Price Focus

Limited emphasis on outcomes or leadership impact across the competitive set.



Differentiation Gap

Clear opportunity exists for outcome-focused, strategic positioning.

Credibility Check Results



100%

Evidence-Based

All entries supported by observable data



100%

Buyer-Confirmed

Differences validated through
conversations



100%

Intentional

Positioning deliberately chosen

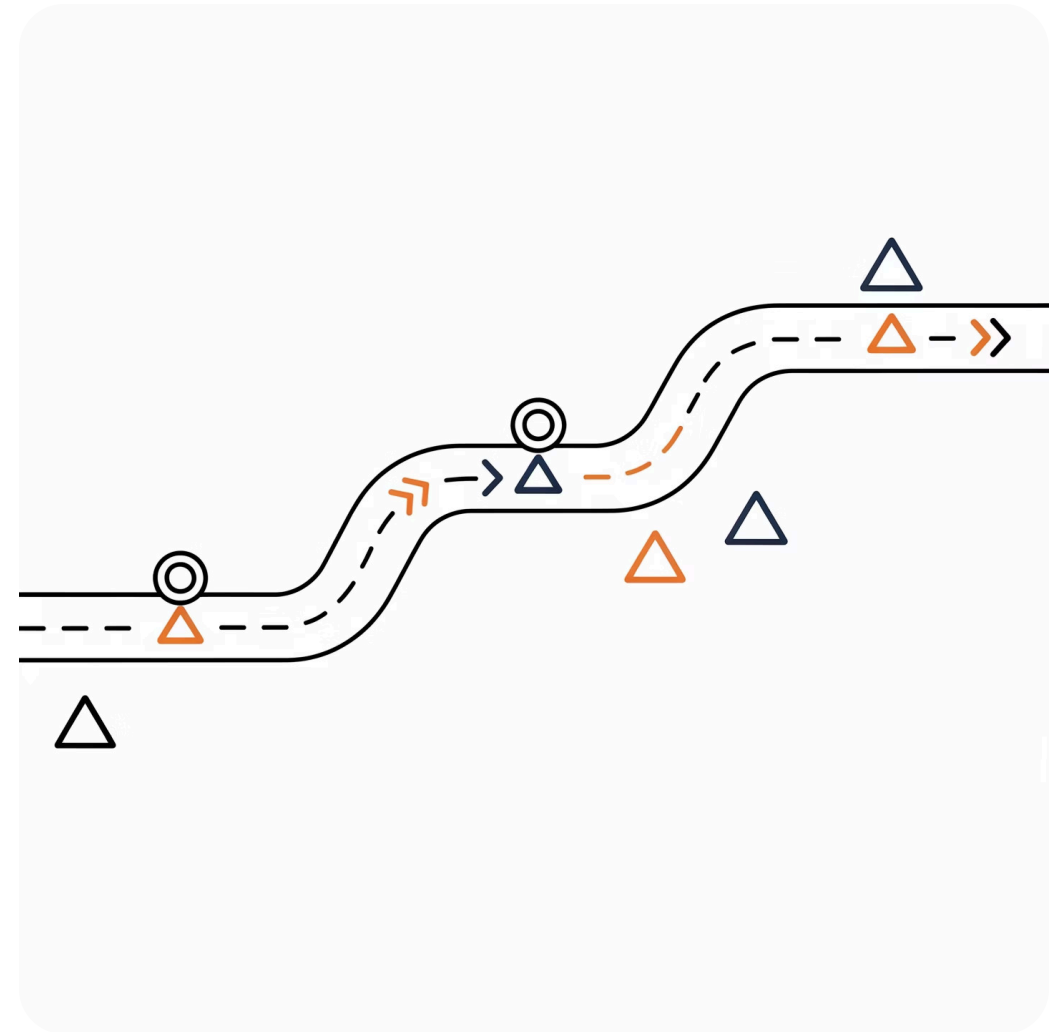
This analysis meets all credibility criteria, making insights actionable for strategic decisions.

Decision Reflection

Strategic Direction

We should continue leading with **decision clarity and business outcomes**, not price comparison.

This differentiation is supported by evidence and creates clear separation from competitors clustered around cost messaging.





Why This Framework Works

Teaches Thinking

Focuses on how to analyze, not what to conclude

1

2

Avoids Negativity

No competitor bashing — just honest observation

Demonstrates Discipline

Shows strategic rigor and evidence-based approach

3

4

Builds Confidence

Clarity creates foundation for better decisions

Before You Move On

You just took time to slow down and look honestly at how things are working. Most teams don't.

That alone puts you ahead of where many organizations operate day to day.

What This Tool Was Meant to Do

This worksheet wasn't designed to give you answers or tell you what to fix. It was designed to create clarity — to help you see what's solid, what's assumed, and where things may need attention before bigger decisions are made.

A Note on Unclear Results

If parts of this felt hard to score, inconsistent, or uncomfortable to answer, that's normal. In practice, it usually means decisions are being made without shared visibility across teams — not that anything is "wrong." Clarity often shows up before confidence does.

Where You Might Go From Here

If you want to learn

Explore how disciplined teams create clarity before scaling. Learn more at TingomGroup.com

If you want to validate

Pressure-test what you're seeing with an outside perspective. A short working session can help confirm what's real versus what's assumed.

If you want to align

If this surfaced friction or misalignment across teams, it may be time to address it directly. Some organizations choose to do this with structured support.

About Tingom Group

Tingom Group works with teams that want fewer assumptions, clearer decisions, and systems that support how people actually work — not how they're supposed to. We help organizations move from insight to alignment without adding noise or unnecessary complexity.

One Last Thought

Whether you take action now or later, the important thing is that decisions are made intentionally — not by default. Clarity gives you that option.

Learn more at TingomGroup.com