

Three Steps to Position and Differentiate Your Technology Product

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November 2025
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Contents

Introduction	3
Show Why Your Product Benefits People	4
Show Why Competing Products Suck	6
Fully Address Prospect Pain Points	7
Conclusion: What Next?	8
Image Sources	9

Introduction

Product marketers know the relationship between positioning and messaging.

And when the messaging is poor, it's usually the fault of the positioning, or lack thereof.

I've been in the identity verification (IDV) industry for years. And the messaging for EVERY SINGLE ONE of the IDV companies can be summarized as follows:

Our AI-powered product delivers trust.

EVERY. SINGLE. ONE.

(There was a single company that bucked the trend, saying that truth was more important than trust, but it is no longer in business.)

This eBook explains how to position your technology product, either an IDV product or something else, so that you are truly differentiated from the pack. And the steps are not a rote checklist, but are designed to get you thinking about OTHER steps you can take to position and differentiate your product.



Treating this eBook as a product, I'll eat my own wildebeest food and analyze if the eBook is positioned well against other books on the topic.

Show Why Your Product Benefits People

Show why the product benefits people. Let's tear that sentence apart:

- You have to “show” what you’re talking about. If I simply say that I am the “biometric product marketing expert,” you won’t buy it (or buy my services)...unless I show my experience and accomplishments.
- I’ve talked about the word “why” in my earlier eBook, “[Seven Questions Your Content Creator Should Ask You](#).” Briefly, communicating your product’s “why” communicates its vision in a way that resonates with your prospects. If your product’s vision is to keep criminals off the streets, and that is your prospect’s vision also, they’re more receptive to you.
- As for “product,” I’m taking the product marketer’s view of this. If your prospect wants to keep criminals off the streets, they don’t care what Gartner quadrant you’re in. Talk about the product.
- And talk about “benefits.” Prospects don’t care about the product features. Frankly, they don’t care about your product or your company. They ONLY care about how you benefit THEM.



Now that we've isolated the critical words, what does it all mean?

You want your prospects to feel distinct emotions when they consider your product—the stronger the better.

- When your prospects consider the, um, prospect of life WITHOUT your product, they should experience fear or anger because your product is not available to them.
- But when your prospects consider the alternative of having your product at their disposal, they should not only feel a quiet satisfaction but should feel power and joy. Your product equips them to perform the tasks that are important to them.

How can you implement this for YOUR product?



Does this eBook benefit you? I can't SHOW this yet, but I'll argue that my perspective—based upon over 30 years in identity, biometrics, and technology—suggests that I know what I'm talking about. I've persuaded prospects to become customers by talking about how my products benefit them.

But does this eBook bring you joy? You decide.

Show Why Competing Products Suck

Now you wouldn't SAY "that product sucks" in front of people. (Well, most of you wouldn't.) But you had better be ready to (nicely) state why your product is better than the competition.

Long-term marketers know the value of a SWOT analysis, in which you derive a product's strengths, weaknesses, opportunities, and threats. Perform this exercise for your product, and for one of your competitor's products. There has to be SOMETHING in which you provide more benefits than your competitor.

For example, I have been employed by and have consulted for a number of companies that participate in the U.S. National Institute of Standards and Technology (NIST) Face Recognition Technology Evaluation (FRTE) tests. Whenever I encounter a vendor that is NOT an FRTE participant, I immediately plant seeds of doubt.

"How do you KNOW this face recognition product is accurate, when their algorithm has never undergone independent testing?"

Give your prospects concrete reasons to reject the competition and select you.

How can you implement this for YOUR competitor talking points?



Is this eBook better than competing ones? I'm sure many other documents speak of SWOT analyses, but most of them don't demonstrate how to use NIST FRTE participation to your advantage. Because none of those books were written by a biometric product marketing expert.

Fully Address Prospect Pain Points

There are some common marketing terms I don't like. Don't get me started on "target audience."

But I love the term "pain points." As you can gather, I like terms that raise a prospect's emotions, and "pain points" certainly qualifies.

I'll try not to belabor the point because some of you have heard it all before, but you need to know what keeps your prospect awake at night. And I'll give you a hint: it's not "where does this product fit in the Gartner quadrant?"

Once you fully understand your prospect's pain points, tailor your positioning and differentiation to address those pain points. That will ensure that your prospect will pay attention to you.

How can you implement this for YOUR prospects?



Does this eBook FULLY address a marketer's pain points in positioning and differentiating their products?

As I will explain in the conclusion, it definitely does not.

Conclusion: What Next?

So, there they are. Three steps to position and differentiate your technology product.

Are these the only steps you need? Not by a long shot.

- I could keep on writing and writing and writing about my questions other than “why,” “benefits,” and “emotions”: how, what, goals, and hungry people (the term I prefer to the aforementioned “target audience”). But I already wrote that book.
- And I could keep on writing and writing and writing about other really cool product marketing buzzwords. Competitive analysis. Product landscape. Core value proposition. Unique selling proposition. Customer experience. Go-to-market tiers. Iteration. But there are many other sources for all that stuff.

These three steps are enough to get your started. If you know your product’s benefits, your competitors’ detriments, and your prospects’ pain points, that’s a lot.

And if I can help you with your company’s positioning and differentiation, contact me at bredemarket.com.



This eBook does NOT fully address a marketer’s pain points.

But I claim that it addresses the three most important ones.

If you have mastered these:

- **Show Why Your Product Benefits People**
- **Show Why Competing Products Suck**
- **Fully Address Prospect Pain Points**

You are on the road to product success.

Image Sources

- All pictures in this eBook were created with Google Gemini (Nano Banana).

