**PRODUCT VISION BOX TEMPLATE**

CRAFTING THE POSITIONING STATEMENT

|  |  |
| --- | --- |
| WHOM THE PRODUCT IS FOR |   |
| WHAT THE PRODUCT IS |   |
| WHAT THE PRODUCT PROVIDES |   |
| WHAT MAKES THE PRODUCT UNIQUE |   |

PRODUCT POSITIONING

|  |  |
| --- | --- |
| SITUATION DESCRIPTION |   |
| TARGET AUDIENCE DEFINED |   |
| SITUATION DETAILS |   |

PRODUCT ADVANTAGE OVERVIEW

|  |  |
| --- | --- |
| ADVANTAGES OFFERED BY THE PRODUCT |   |

KEY PRODUCT ADVANTAGES AND FEATURES

|  |  |
| --- | --- |
| **ADVANTAGE NAME** | **FEATURE OF NAMED ADVANTAGE** |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |