

Exercise #6 Positioning Products and Services

In this exercise, you will work to create competitive advantages for your products and services. Examples of products and services to be promoted are provided in this exercise.

A community-oriented customer will find it enticing that your services show the same goals they have. Commitment and persistence are two very important factors in building credibility with your new Latino patrons, but knowledge and understanding of their cultural behaviors are important, as well.

Instructions: Participants will team up in four groups. Each group will select one product or service to promote. Discuss with your team competing behaviors, opposing messages/messengers, and possible obstacles and limiting beliefs related to your product or service. Then complete the second table.

You want to promote	Competing behavior	Opposing messages/ messengers	Obstacles and Limiting Beliefs
<i>Learning English at the library</i>	<i>Speaking Spanish at work and at home</i>	<i>Family, employer, friends TV in Spanish News in Spanish</i>	<i>I don't need to learn English to work, communicate, or be informed.</i>
Literacy and reading habits			"I don't need to read more/better to do what I do."
Employment opportunities for Latinos	Going out or partying		
Reading to their children		Children prefer to play video games	
Computer literacy (at the library)			Lack of typing skills

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Example of how you can position a service you want to promote:

Behavior you promote	Perceived benefits	Less barriers/obstacles/cost	Social “pressure”
<i>Learning English at the library</i>	<p><i>I can increase work opportunities and earn a better salary.</i></p> <p><i>I can help and communicate with my children.</i></p> <p><i>I can keep Spanish at home, be proud of my heritage, and pass it on to my children.</i></p> <p><i>I can (eventually) become a citizen of this country.</i></p> <p><i>The library is a safe environment to learn.</i></p>	<p><i>ESL classes are free at the library.</i></p> <p><i>The library offers classes at different levels.</i></p> <p><i>The library (also) offers classes through community partners that are closer to my house/work.</i></p> <p><i>Classes are scheduled around my work schedules.</i></p> <p><i>Classes address my needs (work, family, etc.).</i></p>	<p><i>English is necessary to improve employment opportunities.</i></p> <p><i>English is the national language.</i></p> <p><i>I can communicate with government officials, police, doctors, and my children’s teachers.</i></p> <p><i>I can become a role model for my children and other immigrants like me.</i></p>

What increased benefits can you offer? How can you lower barriers, obstacles, and cost, and support your offering with valuable social “pressure?”

Behavior you promote	Perceived benefits	Less barriers/obstacles/cost	Social “pressure”