

# POLITICAL POSITIONING – AN EDGE OVER RIVALS

## POLITICAL POSITIONING



**“KEEPS YOU STRATEGICALLY IN WINNING MODE” –  
ABOVE COMPETITION**

Political Position – The Most Of elections Are Won Or Loose due To Right Or Wrong Political Positioning Of Your Political Party. Political Position Yells That What Is Status Of Your Political Party Against All Other Parties. It Helps To Make A Clear Understanding About Following Strategic Things ....

1. One A Party Is Positioned, To Your Party Members, Leaders, Works, The Pictures Becomes Clear That what Are Your Goals & How It will Be Achieved.
2. That What will Be Future Course Of Action Of Your Party.
3. That What Will Be Different Between You And Your Rivals.
4. A Overall Q/Q Differentiation Between Your Party & Others.

5. Half Of Your Task Is Completed If Your Political Positioning Is Right.

In The Same Way Political Positioning develops A Clear-cut Qualitative Differentiation In Public Mind Between Your Party & Rival Party. Following Are Benefits Of Strategic Political Positioning For Any Political Party Which Helps Them Greatly To Win Elections ....

1. It Helps To Voters To Make A Decision That Which Party Is Better And Why They Chose Them .
2. It Gives A Clear-cut Picture Of Your Comparative Agenda So That Public Easily develops A perception & Easily Co-relate With Their Political Ideology.
3. A Smart Strategic Positioning Helps Voters To Choose Whether There Existing Political Ideology Is Better & Useful In Changing Environment Or Not, If Not Than Why They Should Choose New Political Ideology. Means **Vote Bank Shift & Vote Swing Process** First Step Is Political Positioning.
4. Only By Political Positioning Voters Differentiate Among All Parties & Select One Which Is Closest To Their Political Liking.

So It Is Clear That Any Political Movement Success Starts With Strategic Political Positioning Only. In Fact Political Positioning Is Foundation Of Any Any Political Ideology & Political Movement. In Past If Any Political Movement Became Successful Than It Was Possible Because Their Political Positioning Was Right. Political Positioning Offers A Change To Mass.

# STRATEGIC POLITICAL POSITIONING

FOUNDATION OF YOUR STRATEGIC MILEAGE OVER YOUR RIVAL PARTIES

