



## **FDM Training & Development – Positioning Strategy**

**Goal:** For FDM to claim a distinct, defensible position in the customer's mind by owning one clear idea that separates FDM from competitors.

### **Competitive snapshot & perception**

#### **BRE Academy (competitor)**

Perceived as research-driven, authoritative and broad.

Perception word: Authority

#### **UK Fire Door Training (competitor)**

Seen as a provider focused on classroom and online courses that help installers and inspectors build skills. They are trusted for standard training but are often viewed as more focused on attendance and certificates than on proving skills onsite.

Perception word: Training

#### **Fire Door Compete FDC (competitor)**

Viewed as focused on delivering services, not on independently assessing people's skills.

Perception word: Delivery

#### **FDM Training & Development**

Seen as a hands-on specialist that trains, assesses, and documents the work of people who install, inspect, and maintain fire doors. FDM is viewed as practical, independent, and focused on real operations.

Word to push: Competence

### **Word ownership**

Competence highlights FDM's unique strength by showing real, proven skills. The word is simple, meaningful, and closely tied to safety.

Synonyms imply that FDM as a provider is able, expert, and capable.

Other providers own the words of authority, training and delivery. FDM should avoid competing with those words and instead claim the single concept of practical human capability.

**The word competence should be used often in PR and marketing. Share stats, client quotes, case studies, and on-site videos to show what competence looks like in practice.**

## **Positioning**

FDM delivers competence.

**Who:** FDM is a specialist in practical, competency-based fire door training, created by industry experts for the industry.

**For:** Anyone involved in fire door safety who needs to build their skills and show compliance, including building owners, facilities managers, contractors, surveyors, local authorities, responsible persons, retailers, and suppliers.

**What:** Hands-on training, competency assessments, custom in-house courses, remedial skills training, and auditing and advisory services, all focused on fire door inspection, installation, and maintenance.

**Difference:** FDM takes a practical, hands-on approach that builds real-world skills and helps lower regulatory and safety risks.

## **Positioning statement**

FDM Training and Development is your practical partner for fire-door competence. We train, independently assess, and document the work of those who install, inspect, and maintain fire doors. This helps organisations show they've met requirements, lower risk, and feel confident about safety.

- Headlines, main messages and campaigns should mention competence where possible, reinforcing practical skills that can be proven.

- Use clear evidence, like how many people have been trained or qualified, and include case studies.
- Use short, repeatable videos of hands-on assessments to make competence easy to see and understand.

### **Emotional differentiation**

Main emotional benefit to deliver: Confidence.

People want to know that they've done what's required. Competence gives them peace of mind and assurance.

Other emotional benefits include relief from regulatory pressure, trust in the skills and evidence provided, and pride for contractors who can prove their skills and workmanship.