

Impossible to Ignore

The Positioning Benchmark for Odoo Partners

A practical method to read your market, find the space
nobody owns, and claim it.

Everyone is selling Odoo.

Your prospect shortlists three partners. All three sell the same software, at similar day rates, with similar certifications. All three say they are experienced, close to the client and focused on quality.

So the prospect makes the only comparison left: price.

That is what sameness costs you: margin, longer sales cycles, deals lost to someone who offered 10% less, and clients who chose you for the discount and expect it on everything that comes after.

Positioning changes the comparison. When a prospect can say in one sentence why you and not the partner next door, price stops being the deciding factor.

This guide is the method we use at Odoovers to benchmark a partner's market and find that sentence. It was built for partners, not for marketers. You don't need a marketing team to use it. You need an afternoon and some honesty.

If a competitor could sign your homepage, you don't have a position. You have a template.

Before you start: spot the difference

Five minutes. It tells you whether you need the rest of this guide.

1

Collect. Open your homepage and the homepages of three partners you often compete against. Copy the main headline and the line under it from each one.

YOUR COMPANY
HEADLINE

SUBHEADLINE

2

Put them side by side. Write them in the boxes below, without company names.

COMPETITOR A
HEADLINE

SUBHEADLINE

COMPETITOR B
HEADLINE

SUBHEADLINE

COMPETITOR C
HEADLINE

SUBHEADLINE

3

Swap them. Read your own lines and ask one question: could any of the other three put this on their homepage and still be telling the truth?

Could A sign it? ☐ Yes ☐ No

Could B sign it? ☐ Yes ☐ No

Could C sign it? ☐ Yes ☐ No

YOUR RESULT

No to all three: you have something of your own. This guide will help you sharpen it and use it everywhere.

One or two yes: you sound more like the category than like yourself.

Three yes: this guide was written for you. It's the most common position in the ecosystem, and one of the easiest to leave.

Six moves. One afternoon.

This method reads your market the way a coach reads a match: the field, the players, how each one plays, and where the open space is.

Most competitor analysis ends in a spreadsheet of prices, services and follower counts. Useful, but it doesn't tell you where to stand.

Then it's your move.

01	The pitch Define the game you are really in.	15 min
02	The players Find who your client actually compares you with.	30 min
03	Scouting Read how each player positions itself and wins demand.	60 to 90 min
04	The map See which spaces are taken and which are open.	20 min
05	Your move Define the promise only you can keep.	45 min
06	Play it everywhere Make every touchpoint say the same thing.	20 min

EXAMPLE: VANTDAL

Throughout the guide we follow one partner through the full method: Vantdal, a fictional Silver partner in Ghent with 14 people. Their notes are in the example boxes.

01 The pitch

Define the game you're in

The game is decided by your client, not by you.

You can't benchmark a market you haven't defined. "Odoo partners" is too wide and "tech companies" is useless. What matters is who your client is, where they are, and what else they could choose instead of you.

That last part matters more than it looks. Your real alternatives aren't only other Odoo partners. They include resellers of other ERPs, freelancers, an in-house IT person, and the one partners forget most often: doing nothing and staying on spreadsheets for another year.

FILL IN

We sell _____

what you really sell: implementation, migration, support, a vertical solution

to _____

who decides: role and company size

in _____

country, region, sector

Our client could also choose _____

other partners, other ERPs, freelancers, doing nothing

Our client looks for a solution through _____

Google, AI assistants, Odoo's partner directory, referrals, events

If you can't make the "to" line narrower than "SMEs", note it. You'll come back to it in move 05.

EXAMPLE: VANTDAL

We sell Odoo implementation and ongoing support to owners and operations directors of companies with 20 to 150 employees in Flanders, mainly wholesale and distribution. Our client could also choose other Odoo partners, Exact or SAP Business One resellers, or keep patching their current system. They find us through Odoo's partner directory, referrals and, more and more, by asking ChatGPT.

02

The players

Find who your client compares you with

The competitors that matter aren't the ones you think about most. They are the ones your client finds when they start looking.

So look the way they do: open an incognito window, log out of everything and run these searches, replacing the brackets with your market.

COPY THESE

Google

Odoo partner [country]

Odoo [sector] [country]

ERP for [sector] [city]

Odoo partner directory

filter by your country and note the first ten

ChatGPT or Perplexity

Which Odoo partner should a [sector] company with [size] employees in [country] choose?

Who are the best Odoo implementation partners in [country] for [sector]?

LinkedIn

search companies for "Odoo" + [country]

And one question offline: ask your last three clients who else they talked to before signing with you.

LOG WHAT YOU FIND

Every time a partner shows up, add a mark in the column where you found it.

PARTNER	GOOGLE ORGANIC	GOOGLE ADS	ODOO DIRECTORY	AI ANSWERS	LINKEDIN	YOUR CLIENTS	TOTAL

Keep the five with the highest totals. Add any partner your clients mentioned even if they scored low: someone is winning deals without being visible, and you want to know how.

EXAMPLE: VANTDAL

23 partners showed up at least once. Five appeared in four sources or more. One never appeared on Google but was named by two of Vantdal's own clients. It went on the list.

03 Scouting

Read how each player plays

Your client never meets a company. They meet a homepage, a LinkedIn post, an ad, a case study, a sales call.

Positioning is built or wasted in those touchpoints, so that's where you look.

Fill one scouting card per player. Start with their homepage hero: the first headline and the line under it. It's the most expensive sentence a company writes, and it shows what they decided to bet on.

Then answer four questions. When you're stuck, use the options: they cover most of what partners say.

What do they promise?

The main benefit they lead with.

speed price experience partner level
closeness quality a sector a business result

To whom?

Who the words are written for.

everyone SMEs mid-market enterprise
a sector a role

Why should anyone believe them?

The proof they show.

years in business number of projects
partner level client logos
case studies with numbers awards
nothing specific

What do they want to be known as?

Finish the sentence: "This company wants to be known as the _____."

This is the question that matters most. It takes you from what they say to the position they're trying to own.

HOW THEY WIN DEMAND

Tick what applies.

- ☐ Runs Google Ads on Odoo keywords (check Google Ads Transparency Center)
- ☐ Publishes content regularly: LinkedIn, blog, video
- ☐ Ranks on Google for Odoo + their country
- ☐ Shows case studies with measurable results
- ☐ Appears in AI answers (from move 02)
- ☐ Offers something to download, book or try
- ☐ Runs LinkedIn or Meta ads (check LinkedIn Ad Library and Meta Ad Library)

Main call to action on the homepage _____

Scouting card

EMPTY CARD FIELDS

PLAYER

Homepage HEADLINE

LINE UNDER IT

THEY PROMISE

TO WHOM

THEIR PROOF

THEY WANT TO BE KNOWN AS THE

HOW THEY WIN DEMAND

- ☐ Google Ads
- ☐ Ranks on Google
- ☐ AI answers
- ☐ LinkedIn / Meta ads
- ☐ Content
- ☐ Case studies with numbers
- ☐ Offer

MAIN CALL TO ACTION

SCOUT'S NOTE: ONE STRENGTH, ONE WEAKNESS

EXAMPLE: PARTNER B (FICTIONAL)

PLAYER

Partner B (fictional)

Homepage HEADLINE

"Your trusted Odoo Gold Partner in Belgium."

LINE UNDER IT

"300+ successful implementations since 2012."

THEY PROMISE

experience, partner level

TO WHOM

everyone

THEIR PROOF

years, number of projects, partner level

THEY WANT TO BE KNOWN AS THE

safe, experienced choice.

HOW THEY WIN DEMAND

- ☒ Google Ads
- ☒ Ranks on Google
- ☒ AI answers
- ☐ LinkedIn / Meta ads
- ☒ Content monthly
- ☐ Case studies with numbers
- ☒ Offer free demo

MAIN CALL TO ACTION

"Contact us"

SCOUT'S NOTE

Strong on trust and volume. Speaks to nobody in particular. Their case studies name clients but never say what changed for them.

04 The map

Find the open space

In most markets we map, the bottom-left corner is crowded.

Put your five players on one map. Two axes work for almost every Odoo market.

Horizontal: generalist to specialist.

Do they speak to any company, or to one sector or one type of problem?

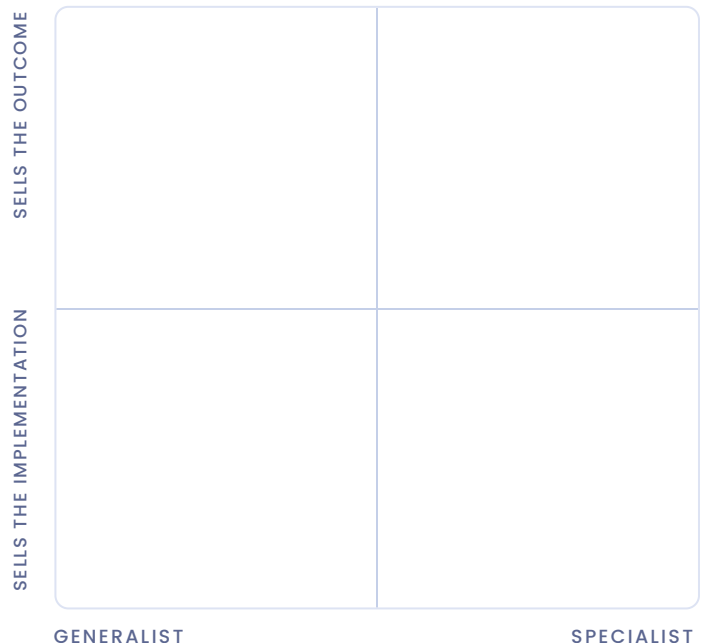
Place each player using their scouting card, not your opinion of them. Then look at where the dots cluster.

That corner is generalist, selling the implementation. It's where "your trusted Odoo partner" lives. The top-right is usually close to empty. That's rarely because the space has no value. It's because it's harder to hold, and nobody has committed to it yet.

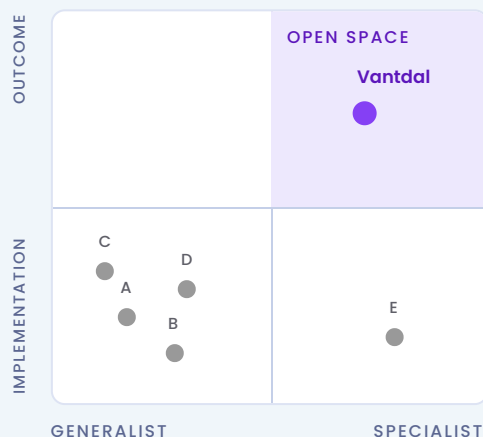
If these axes don't separate your market, try: local to international, small projects to complex projects, price-led to value-led.

Vertical: sells the implementation to sells the outcome.

Do they talk about modules, projects and certifications, or about what changes in the client's business?



EXAMPLE: VANTDAL



Four of five players in the bottom-left. One manufacturing specialist in the bottom-right, still talking about modules. Top-right: nobody. Nobody in Flanders is telling wholesalers what changes for them.

What they own. What they leave open.

A gap is only worth something if you can fill it better than they can.

For each player, write one strength and one gap.

TO FIND WHAT THEY OWN

What's the one message they clearly own? What proof do they have that you don't? Which touchpoint do they do best?

TO FIND WHAT THEY LEAVE OPEN

Which client are they ignoring? What do they promise without proving? Which touchpoint have they abandoned?

PLAYER

WHAT THEY OWN

WHAT THEY LEAVE OPEN

PLAYER	WHAT THEY OWN	WHAT THEY LEAVE OPEN

THE PHRASE ALL FIVE REPEAT

Stop using it too.

EXAMPLE: VANTDAL

Partner B owns trust and volume (300+ projects). It leaves open any sector focus and any proof of outcomes: case studies without a single number.

The phrase all five repeat: "tailored to your needs."

05 Your move

Now scout yourself

Their words usually beat anything you'd write yourself.

Fill a scouting card for your own company, with the same honesty you used for the others. Start with your homepage hero. Where would you put yourself on the map today? Be strict: place yourself by what you say, not by what you mean.

Then get the one input no competitor can copy: your clients. Call three clients you'd happily clone and ask them four questions. Write down their exact words.

THE CLIENT CALL

- 1 Why did you choose us over the others you spoke to?
- 2 What was going wrong before?
- 3 What's different now? If you have a number, what is it?
- 4 How would you describe us to a colleague?

Look for the phrase that comes up twice.

Then decide who you want more of. When you pick your ideal clients, you pick your future. Clients who only compare day rates will keep comparing day rates. Clients who invest in their business expect something else, and they pay for it.

EXAMPLE: VANTDAL

Their own card put them straight into the crowded corner: "Your Odoo partner in Flanders." Three client calls, the same line twice: "They understood our warehouse before they talked about software." Two of the founders ran logistics operations before Odoo. 11 of their 30 clients are wholesalers. Neither fact appeared anywhere on their website.

Turn it into a promise

To a client, your brand is the answer to one question: what should I expect? That expectation is what you promise, and you have to keep it every time.

A promise that sounds great and breaks in month three costs more than having none.

Draft yours, then run it through three filters.

1 Does your client care?

It has to connect to something they would pay to fix: time, money, risk, stress. "Certified team" doesn't pass. "Month-end closed in two days" does.

2 Can you prove it?

A client quote, a number, a case, a founder's background. Without proof it's a wish.

3 Could a competitor sign it?

Put your promise on the homepages of your five players. If it fits any of them, it isn't yours yet.

THE LINE

**For who it's for, we
what changes for them, because
why you.**

BEFORE AND AFTER (fictional examples)

BEFORE

"Your trusted Odoo partner for SMEs."

"Odoo implementation, tailored to your needs."

"Your Gold Partner for digital transformation."

AFTER

"For Belgian wholesalers: stock you can trust and orders out the same day, from a team that has run a warehouse."

"For food producers who can't afford a failed audit: full traceability in Odoo, live in twelve weeks."

"For consultancies that bill by the hour: every hour captured, every invoice out on day one."

EXAMPLE: VANTDAL

For wholesalers and distributors in Flanders, we get stock and orders running on one system you can trust, because we ran warehouses before we implemented Odoo.

This line is not your slogan. It's the decision everything else is built on. The copy comes later.

06 Play it everywhere

Say it the same way, every time

Five touchpoints that say five different things add up to nothing.

Positioning isn't a sentence on a homepage. It's the same idea showing up every time someone meets you, until the market starts repeating it for you.

Check each one against your line.

TOUCHPOINT	SAYS IT	PARTLY	DOESN'T
Homepage hero	☐	☐	☐
Odoo partner directory profile	☐	☐	☐
LinkedIn company page: banner and About	☐	☐	☐
Founder and sales team LinkedIn headlines	☐	☐	☐
First page of your commercial proposal	☐	☐	☐
Case studies: do they show who and what changed?	☐	☐	☐
The first two minutes of your sales pitch	☐	☐	☐
Ads and downloadable content, if you run them	☐	☐	☐

Fix the "doesn't" first, starting with what your prospect sees first. For most partners that's the directory profile and the homepage. Most partners leave the directory text as it came, and it's often the first thing a prospect reads.

THE LAST CHECK

If a prospect meets you five times in five places, do they leave with the same idea of who you are and why you?

EXAMPLE: VANTDAL

Three of eight touchpoints said it. The directory profile, where most of their leads started, still read "Official Odoo Silver Partner since 2019."

Your positioning canvas

THE FIELD

We sell _____ to _____ in _____ .

THE FIVE PLAYERS

1 _____ 2 _____ 3 _____ 4 _____ 5 _____

THE CROWDED SPACE

THE OPEN SPACE

WHAT OUR CLIENTS SAY ABOUT US

OUR LINE

For _____ ,
we _____ ,
because _____ .

OUR PROOF

FIRST THREE TOUCHPOINTS TO FIX

1 _____
2 _____
3 _____

Your map is where it starts.

A benchmark isn't about finding out who's better. It's about understanding the game, knowing who's playing, and finding the space where you can build something of your own. Then holding it long enough for the market to notice.

That last part is where most partners stop. A clear position needs a website, content, campaigns and a sales pitch that carry it week after week.

That's what we do. Odoovers is the growth partner of the Odoo ecosystem.

We don't implement Odoo. We make it sell.

COMING NEXT WEEK

We'll send you the editable workspace, with every card, the map and the canvas in one sheet, to the email you used to download this guide.