

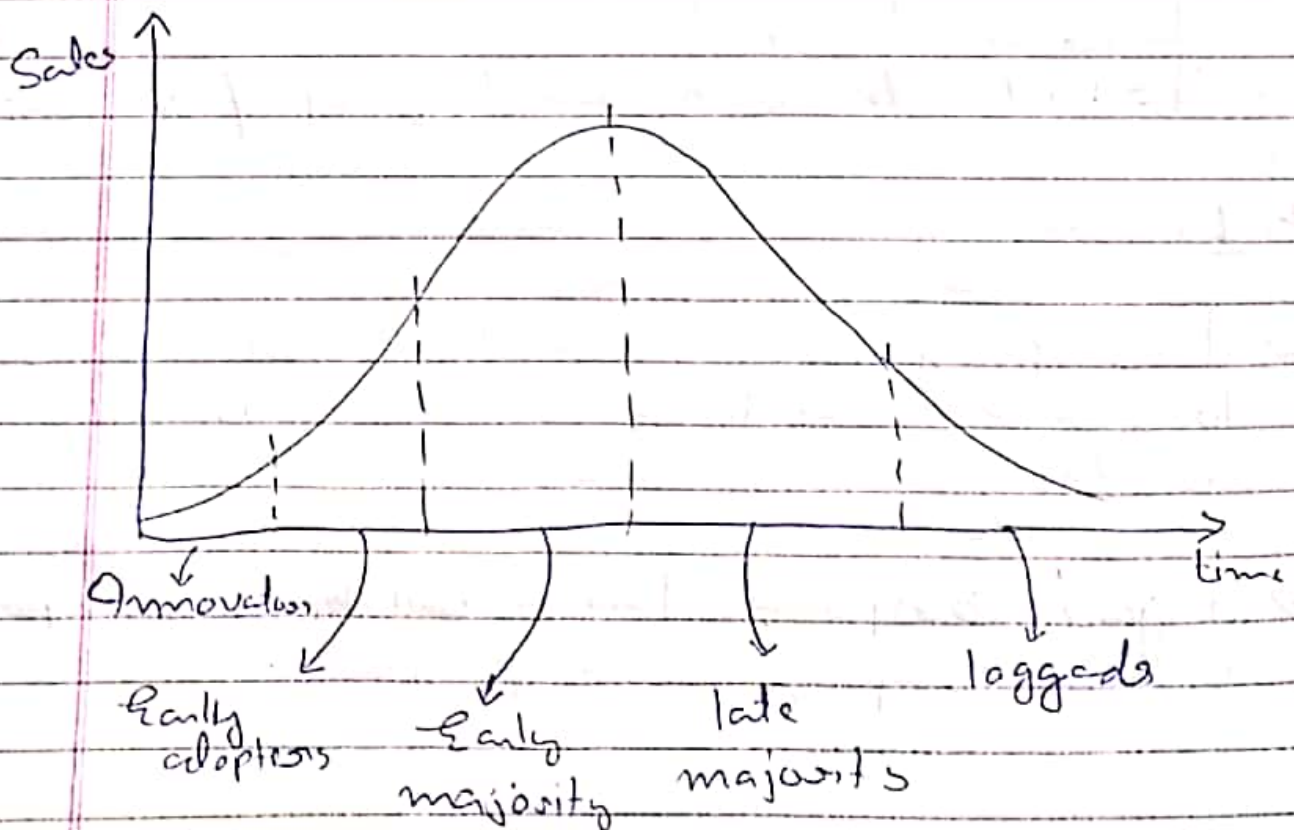
## How do you market your product

### 4.1) Marketing and Selling

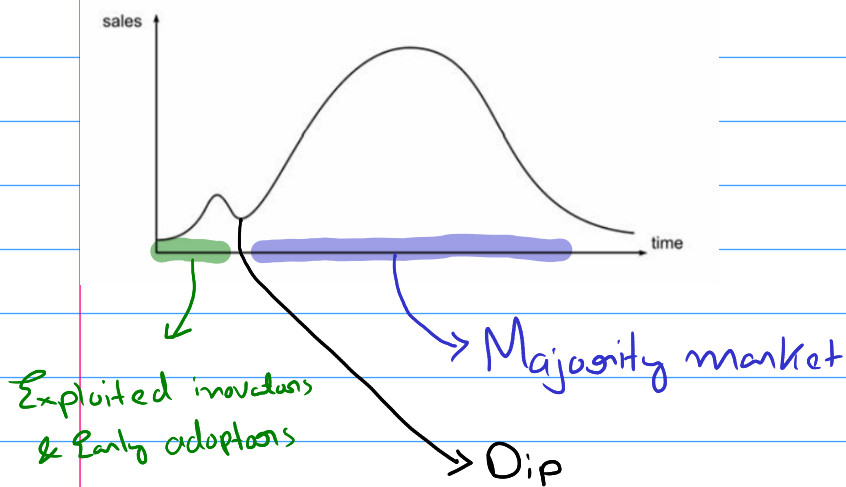
⇒ "The strategies employed across the entire process of designing your offering to meet the needs of the customers you want to sell to, and the mechanisms by which you promote it and finally deliver it to their satisfaction"

### 4.2) The product adoption lifecycle

⇒ In 1991, in his widely acclaimed book "Crossing the Chasm", Geoffrey Moore described the technology adoption lifecycle and the different groups within it



## ★ Moving from one group to next



## ★ Winning the majority market

⇒ The secret to successfully breaking into majority market is careful market segmentation.

↳ Key: Winning the easiest niche market first and then expanding into the rest of the market using each segment as a reference for the next.

## ★ Critical success factors

⇒ Failure to satisfy these critical factors will mean that even if you got everything else right, your business will still fail.

## # Analysing your business risk

⇒ Typically we can divide the risk that your business faces into three sets:

- ↳ Technical
- ↳ Commercial
- ↳ Managerial.

For each of the risks that you identify, you need to describe five key aspects:

- The nature of the risk or **what could go wrong**.
- **How likely is it to happen**, here you could use a score from 1 to 5 or single words like high, medium and low.
- What **impact** would the problem have or what would happen if the problem occurred, In addition to a quick description, rank the impact as low, medium, high or show-stopper.
- What **warning** is there likely to be that the problem is going to occur.
- What **mitigating strategies** could you use to firstly, try to avoid the problem, and secondly overcome it if it does occur.

## ★ Technical risk (Examples)

1. First analyse any innovative aspect of your product.

- If we can't get this work.
- If power requirement runs the battery down too quickly?

2. A natural next step is to look at supplies and suppliers.

- Suppliers let you down can cause delay.
- Suppliers cease to make the Component you need.
- Sales increased drastically, can they keep up, can you keep up?

3. Finally examine risks to cost and productivity.

- Suppliers increasing their component prices.
- Difficulty finding staff with the appropriate skills and experience.
- It takes too long to make than you think.

## ★ Commercial risk

1. Firstly examine the design of the product or service.

- Does it fully solve the customer problem.

- Does it do anything for the customer that they don't need or want.
- could it possibly create new problems for the customer?
- are there any weaknesses in the design?

2. Next, look at the positioning of your company and offering in the market and the likely response of the competition. What if:

- the competition drops their price?
- someone tries to copy your idea?
- you can't gain a good reputation in the market?
- customers fail to trust you?
- you can't get through to the key opinion leaders,?
- you get bad reviews?

3. If relevant, examine the intellectual property risks that might exist. What if:

- your patents are challenged?
- the licenses you need are not forthcoming?
- you can't register your trademarks?
- someone infringes your rights?

4. Next there will be risks associated with the promotion of your product or service. What if:

- you struggle to achieve the awareness you need within the market?
- interest in your product is limited?
- the trade press don't want to write about you?

5. The last set of the selling risks are attributed to the closing of deals and sales. What if:

- customers take a long time to make buying decisions?
- you can't achieve the price you were hoping for?
- the process of closing each sale is more time consuming than you hoped?

6. Finally we need to look at aspects of customer satisfaction. What if:

- customers are dissatisfied?
- they complain publicly?
- repeat business is slow?
- they find alternative suppliers for consumables?
- they inundate your technical team with enquiries and suggestions?

## ★ Managerial risks

- the right people do not apply for your vacancies?
- they demand higher pay than you had budgeted for?
- morale deteriorates?
- key personnel are attracted elsewhere?
- new employment or commercial laws come into effect?
- your product harms someone?
- you infringe someone else's intellectual property rights?
- customers are late to pay you?
- suppliers demand earlier payment?
- growth increases beyond expectation?
- cash runs out?
- investment takes longer than expected to raise?
- loans are difficult to secure?

## ★ What should be in your marketing plan

⇒ Your market plan should include a detailed description of each of the potential markets or customer group that you feel your idea could be sold to.

→ For each group describe the problem you solve.

→ For each of these market opportunities, find out as much as possible about the potential market size and the behaviour of the market (is it growing, static or likely to change soon).

→ How much they are willing to pay for your product.

⇒ If there is competition in the target market, start a file on each of them.

⇒ Start to collect lists of potential customers so that when the time comes, you know who to call and see.



- ⇒ Next, identify the next few market segments and describe the route you plan to take to break into them. You will not need as much detail on these sectors yet, but it is best to have at least identified them and made a start early on.
- ⇒ Creating this plan should not be done in isolation. The plan will benefit greatly if the whole team takes part in the thinking process and decision.