



# Starting With the Customer First

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# Let's Talk About ...

- So You've got a Great Product ...
- Go-To-Market Strategy
- Common Sense Marketing
- Managing Market Risk
- Lessons Learned





# A Great Product is Assumed ...

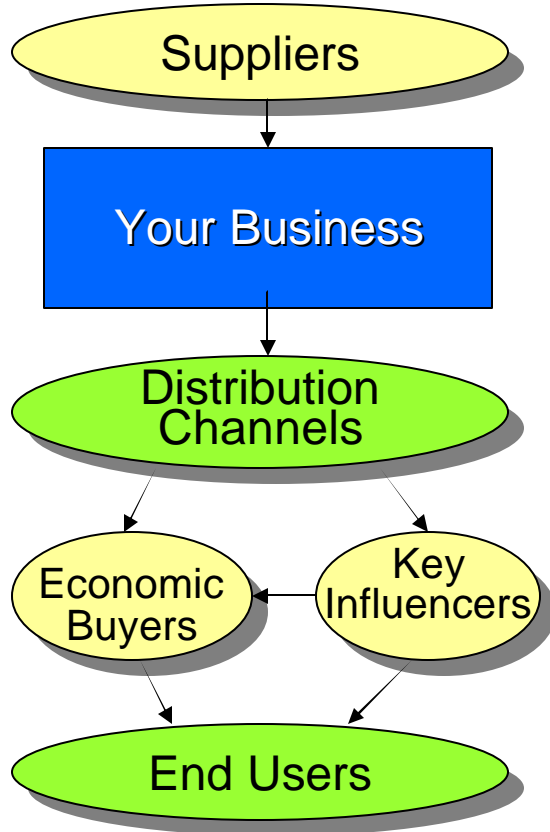
- Building Companies is All About Sales
  - Who are you going to sell to?
  - Why are they going to buy?
  - How are you going to find them?
  
- What's Your Go-To-Market Strategy?
- What's Your Marketing Plan?
- What Market Risk Are You Facing?



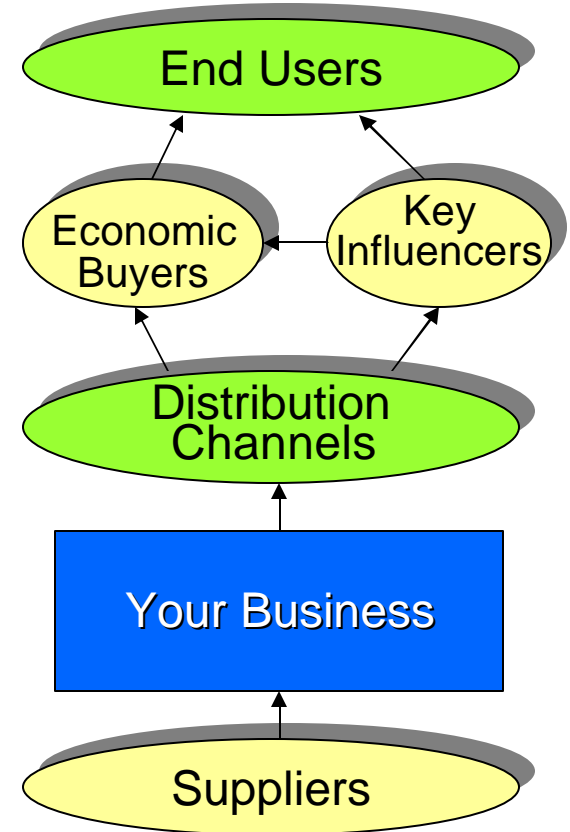
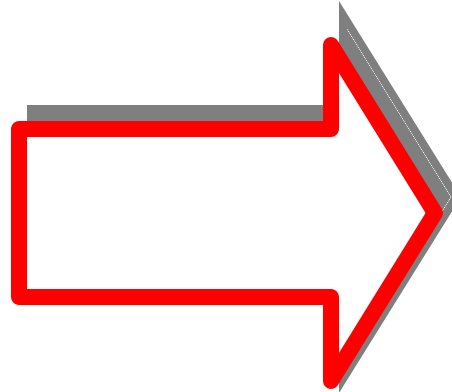


# Go-to-Market Strategy

Start With The Customer & Reason to Buy –



**How do I get my great innovation to market?**



**What does the market need that I can deliver against?**



# Avoiding the Most Common Mistakes

## 1. Do the Market Analysis

- Understand the size of investment the market merits

## 2. Segment the Market

- Target your beachhead & focus on it
- Lower cost mistakes
- Demonstrate quicker success

## 3. Be Clear About Your Value Proposition

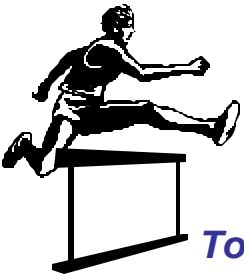
- Value Proposition, Target Market & Channels Interact



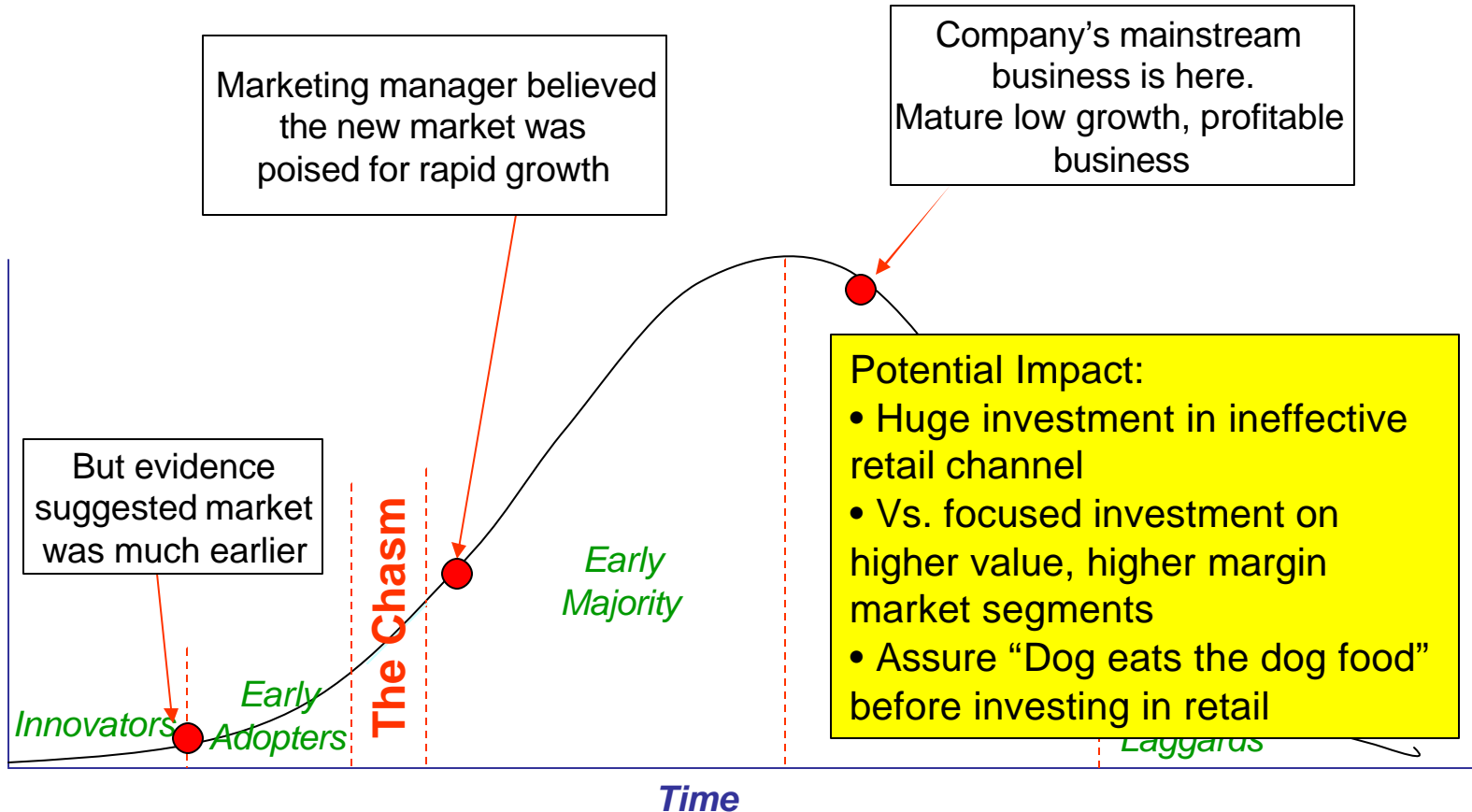


# Understanding the Market Stage

## Home Automation Example



**Total  
Market  
Revenue**



# Marketing Execution

What is the Purpose of Marketing?

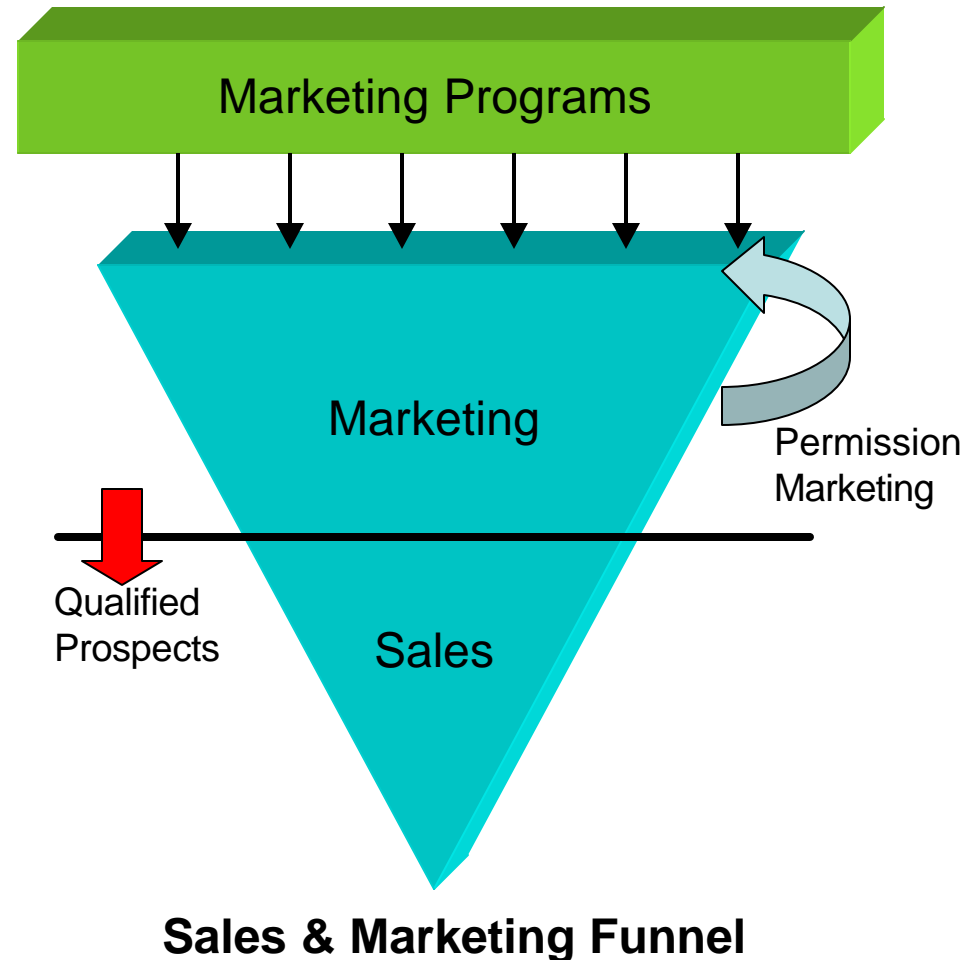




# The Purpose of Marketing

One Answer:

- **To Generate *Qualified Sales Leads***
- Marketing Programs:
  - Raise Awareness
  - Educate
  - Inform
  - Identify
  - Qualify
  - Revive
  - Remind
- *To Generate Leads*





# Step-by-Step Marketing

**The Purpose of Marketing = Rocket Fuel for Sales**

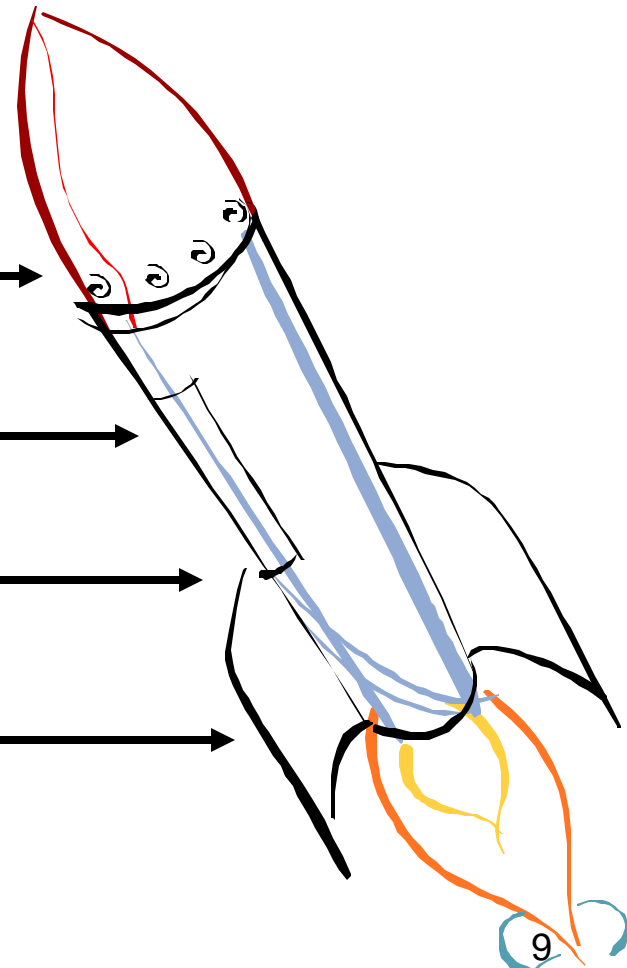
Stage #5: Close the sale ! →

Stage #4: Show “proof” →

Stage #3: Fulfill & qualify sales leads →

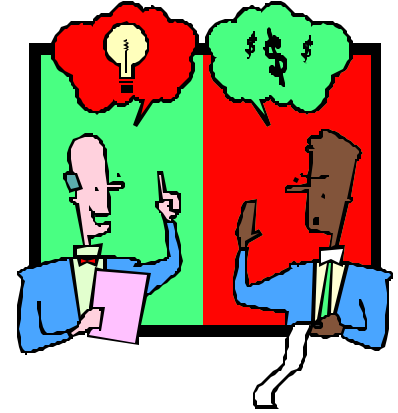
Stage #2: Generate sales leads →

Stage #1: Build brand awareness →





# Positioning



- Positioning is Key
  - What are you selling?
  - What is your compelling value proposition? (Why should I buy?)
  - How are you different & unique from your competition?
- Clear, Concise Positioning in a Few Crisp Sentences.
  - Target Customer/Segment
  - Compelling Value Proposition
  - Primary Differentiation
- Articulate Your Position Across Entire Marketing Mix
  - Repeat, Reinforce, Repeat



# Steeplechase Example

## Building the Market Leader

Sales:

*121% Annual Growth Rate*

Proof:

Alcoa, Chrysler, Ford, GM, IBM, Target, ...

Fulfillment:

*Handbook for PC-Based Controls*

Sales Leads:

*Select Advertising, Seminars, Tradeshows*

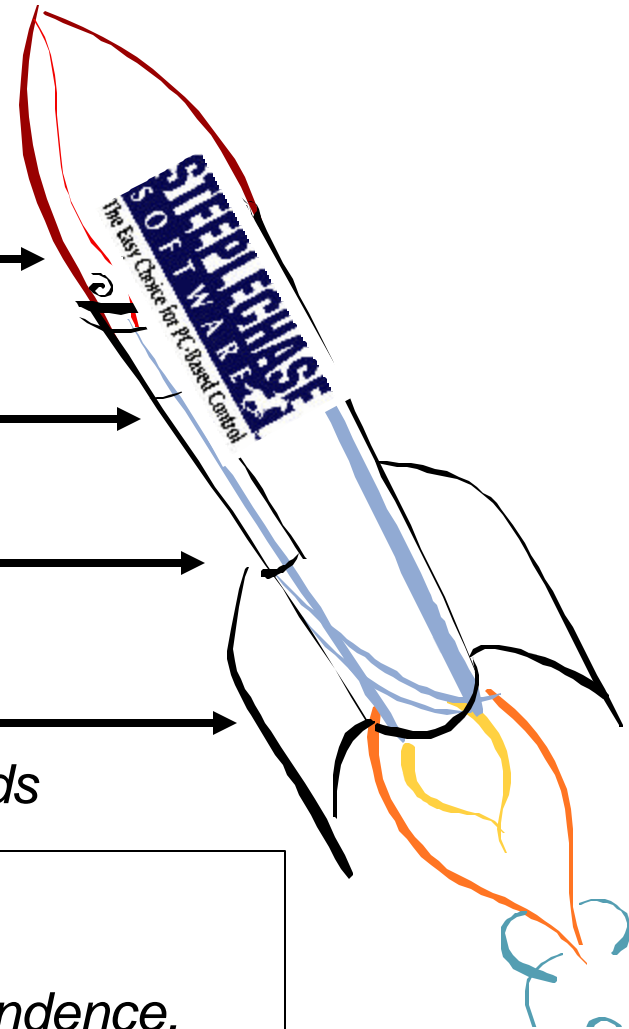
Brand Awareness:

*Five Rules, 3 Press Releases, Industry Awards*

Positioning:

*Easy, Fast, Reliable PC-Based Control*

*Higher Productivity, Lower Cost, Vendor Independence,*





# Managing Market Risk

- Will the Dog Eat the Dog Food?
- Do Your Homework
  - Understand the Market
  - Ask Your Target Customers
- You Can't Tell Until You Sell
- Market Risk >> Product Risk
  - Go Early, Go Ugly
  - Fail Quickly, Learn Quickly





## Lessons Learned



- Start with the customer first!
- Understand your market, target segments
- Clear compelling value proposition is key
- The purpose of marketing is \_\_\_\_\_
- A single message across the marketing mix
- Understand your market risk
  - It's probably greater than your product risk



You inc, therefore you are.

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