

Product to Market Process

Our Product to Market (PTM) process is there to help you find new, profitable markets in which to sell your products or services. It includes an analysis of the potential markets and customer needs, helping you focus your selling more successfully.

The benefits are a superior understanding of the market opportunity and an enhanced plan for gaining profitable market share from new customers.

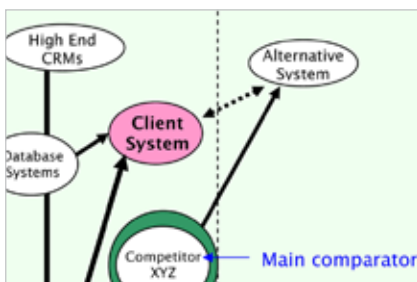
“A successful new product launch combines good strategy, sound market research and excellent execution”

Jon Smith,
Principal Consultant, Three Steps Forward

Diagrams

Left-hand: Competitive analysis chart from one of our workshops.

Right-hand: Implementation plan from one of our client engagements.



Key activities in our Product to Market Process

- Build a Features and Benefits map of your product/service
- Create a grid of the best potential customers and markets
- Evaluate the competition and barriers within each industry
- Articulate how your offering matches the customer's needs
- Plan a strong campaign to penetrate the chosen markets

Increasing your customer base

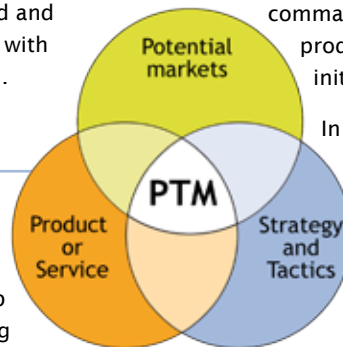
There are two profitable ways of gaining new customers. One is to launch an existing product or service into a new market. The second is to launch a new product or service to your existing customer base. Both are valid. Both are hard work.

Our Product to Market (PTM) process is designed to help in either of these cases. It can help you find and penetrating new markets with your products or services.

The benefits to you

The benefit of our process is a higher likelihood of success in increasing sales. This is because our process can help highlight issues before they happen and provides well-researched responses to identified problem areas.

This process also helps increase the perceived value of your offering to the customer. This means you can often command a higher price for your product or service than you initially planned.



The PTM Process

Our PTM process consists of a series of interlocking steps. The output is a strategic map of the opportunities along with an implementation plan tailored to the needs of your company. The PTM phases are:-

1. Market analysis and identification
2. Alignment of product to the market
3. Build a compelling market offering
4. Develop a focused marketing plan
5. Implement the plan, with reviews

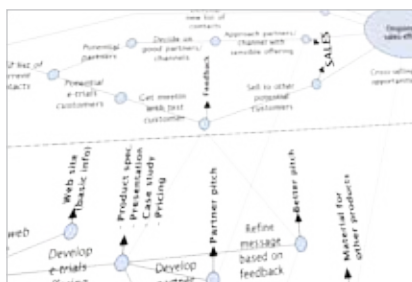
We use a number of existing templates and software models to speed up the process. These also allow the implications of any proposed approach to be considered before they are adopted.

In the past this process has identified a number of markets with better potential than had been previously identified, plus possible price increases of between 40% and 100%.

Why Three Steps Forward?

We specialise in launching technology-based products and services, especially when coupled with entering new markets. We have a range of well-researched methodologies for all aspects of new business development.

All our staff have 25+ years of Director/VP level experience in technology-based companies. We have been directly involved in successfully launching new technology products and services.



Do you have a new product or service to sell? Are you looking for new markets to increase sales? Are you sure of the best way to proceed?

Contact us today for a free, one-hour consultation that could help you win new sales more successfully.