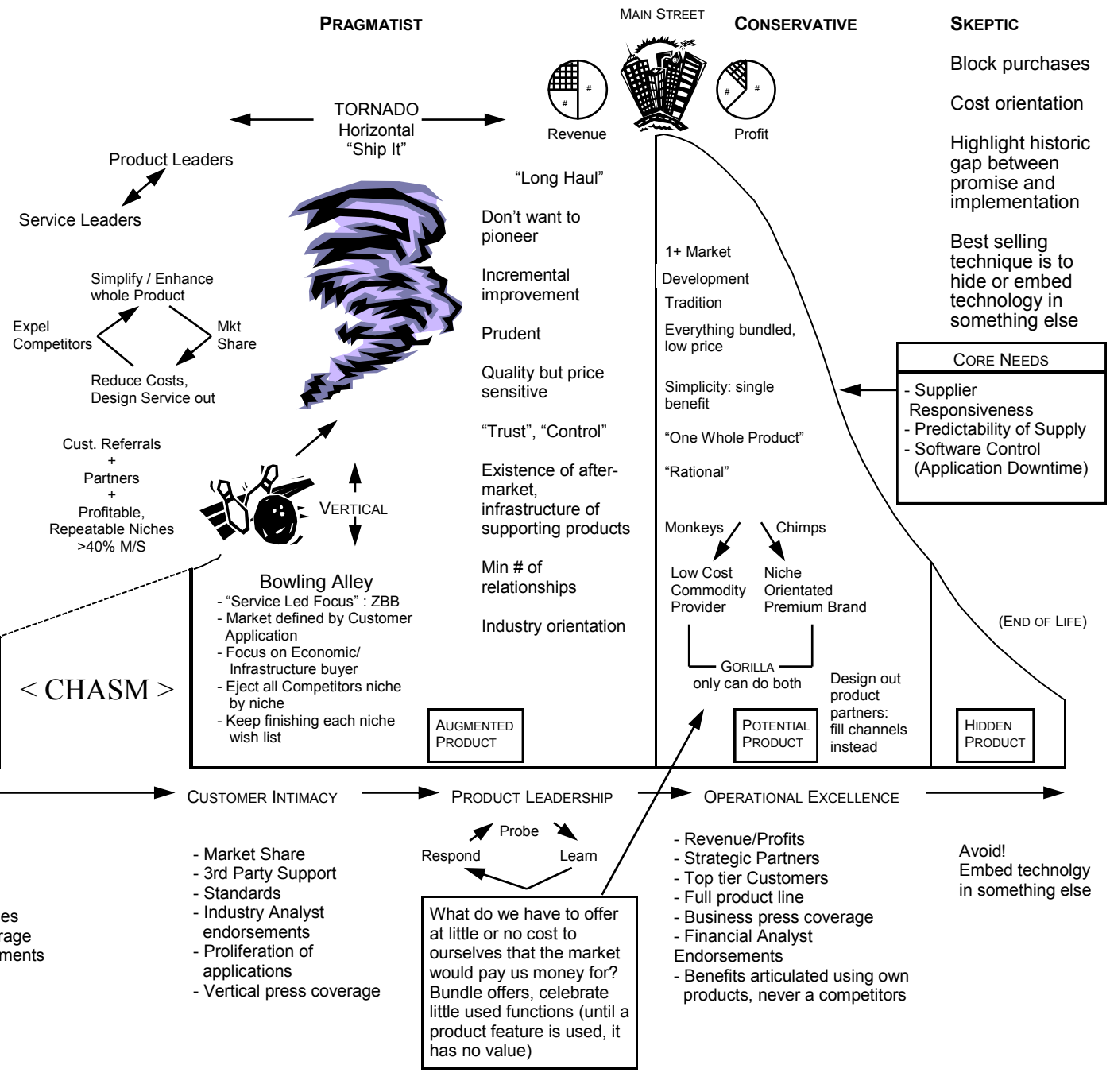
	Innovators	Early Adoptors	Early Majority	Late Majority	Laggards
Personality	**Techie**	**Visionary**	**Pragmatist**	**Conservative**	**Skeptic**
Basic Needs, Characteristics	Technology for own sake Truth No tricks First to get new stuff Cheap or Low cost orientation	Match technology to strategic business opportunity "Dream" driven "Breakthrough", "leapfrog" or "Order of magnitude ROI orientation In a hurry Need careful expectation management Technology orientation	"Long Haul" Don't want to pioneer Incremental improvement Prudent Quality but price sensitive "Trust", "Control" Existence of after-market, infrastructure of supporting products Min # of relationships Industry orientation	1+ Market Development Tradition Everything bundled, low price Simplicity: single benefit "One Whole Product" "Rational"	Block purchases Cost orientation Highlight historic gap between promise and implementation Best selling technique is to hide or embed technology in something else

Grow Profits: Sell:

- More products
- to more customers
- more often
- at higher price or lower cost

Mkt Leaders	Mkt Challengers (diff. tornado)
favour Continuous Innovation	favour Discontinuous Innovation - paradigm shock - application



Supporting Evidence needed to close sale successfully

- Architecture
- Schematics
- Demos
- Trial
- Tech Press Coverage
- Guru Endorsement

- Benchmarks
- Product Reviews
- Design Wins
- Initial Sales Volumes
- Trade Press Coverage
- Visionary Endorsements

- Market Share
- 3rd Party Support
- Standards
- Industry Analyst endorsements
- Proliferation of applications
- Vertical press coverage

- Revenue/Profits
- Strategic Partners
- Top tier Customers
- Full product line
- Business press coverage
- Financial Analyst Endorsements
- Benefits articulated using own products, never a competitors

Avoid!
Embed technolgy in something else

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