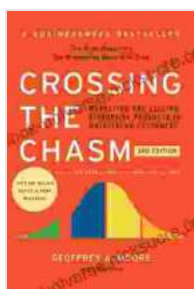


Marketing and Selling Disruptive Products to Mainstream Customers Collins

In today's rapidly changing business landscape, companies are increasingly looking for ways to disrupt the market and gain a competitive edge. One way to do this is to develop and sell disruptive products that appeal to mainstream customers. However, marketing and selling disruptive products to mainstream customers can be a challenge. This article will explore some of the key strategies that companies can use to successfully market and sell disruptive products to mainstream customers.

What are Disruptive Products?

Disruptive products are products that create a new market and value network and eventually disrupt an existing market and value network. They are typically characterized by the following features:



Crossing the Chasm, 3rd Edition: Marketing and Selling Disruptive Products to Mainstream Customers (Collins Business Essentials) by Geoffrey A. Moore

★★★★☆ 4.6 out of 5

Language	: English
File size	: 1556 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
X-Ray	: Enabled
Word Wise	: Enabled
Print length	: 286 pages

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* They are simpler and more affordable than existing products. * They are easier to use and understand. * They offer new benefits that are not available from existing products.

Disruptive products can be a major challenge for established companies because they can quickly cannibalize sales of existing products. However, disruptive products can also be a major opportunity for companies that are willing to invest in them.

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Marketing and selling disruptive products to mainstream customers requires a different approach than marketing and selling traditional products. Here are some of the key strategies that companies can use:

* **Identify the right target market.** Not all disruptive products are suitable for all mainstream customers. It is important to identify the specific target market that is most likely to adopt the product. * **Develop a clear value proposition.** Customers need to understand the benefits of the product and why it is different from existing products. The value proposition should be clear and concise. * **Create a strong brand.** The brand is the face of the product and it is important to create a strong brand that will resonate with mainstream customers. The brand should be memorable, relevant, and credible. * **Use creative marketing channels.** Traditional marketing channels may not be effective for reaching mainstream customers. Companies should use creative marketing channels that will reach the target market. * **Build a strong sales force.** The sales force is responsible for selling the product to customers. It is important to build a strong sales force that is trained to sell disruptive products.

Case Study: Amazon

Amazon is a classic example of a company that has successfully marketed and sold disruptive products to mainstream customers. Amazon started out as an online bookseller, but it has since expanded into a wide range of other products and services. Amazon's success is due in part to its willingness to embrace disruptive innovation.

One of Amazon's most disruptive products is the Kindle e-reader. The Kindle was released in 2007, and it quickly became a popular alternative to traditional paper books. The Kindle is simpler and more affordable than traditional books, and it offers a number of features that are not available from traditional books, such as the ability to store thousands of books on a single device.

Amazon has also been successful in selling other disruptive products to mainstream customers, such as the Amazon Echo smart speaker and the Amazon Fire TV streaming stick. These products are all characterized by their simplicity, affordability, and ease of use.

Marketing and selling disruptive products to mainstream customers can be a challenge, but it is also a major opportunity. By following the strategies outlined in this article, companies can increase their chances of success.

Additional Resources

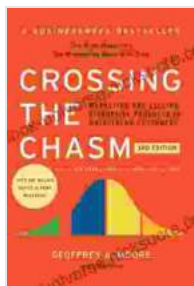
* [Marketing Disruptive Products to Mainstream Customers]

(<https://www.forbes.com/sites/forbescoachescouncil/2021/07/13/marketing-disruptive-products-to-mainstream-customers/?sh=51358e01769f>) * [The

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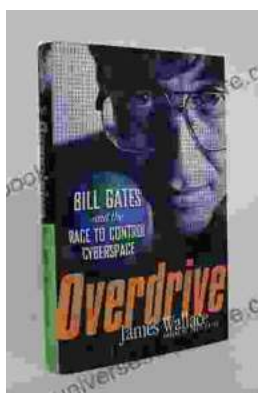
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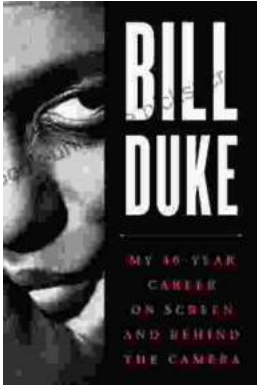
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