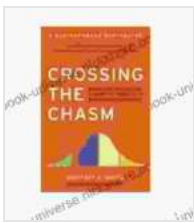


Marketing and Selling High Tech Products to Mainstream Customers

The world of technology is constantly evolving, and new products are being released at a rapid pace. As a result, it can be difficult for mainstream customers to keep up with the latest trends. This can make it a challenge for businesses to market and sell high tech products to this audience.



Crossing the Chasm: Marketing and Selling High-Tech Products to Mainstream Customers (Collins Business Essentials) by Geoffrey A. Moore

★★★★☆ 4.3 out of 5

Language : English
File size : 596 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
X-Ray : Enabled
Word Wise : Enabled
Print length : 256 pages
Screen Reader : Supported



However, there are a few key strategies that businesses can use to reach mainstream customers with their high tech products. These strategies include:

- **Use clear and concise language.** When marketing high tech products to mainstream customers, it is important to use clear and

concise language that is easy to understand. Avoid using technical jargon and acronyms that may be unfamiliar to your audience.

- **Focus on the benefits.** Mainstream customers are more interested in the benefits of a product than the technical details. When marketing your product, focus on how it can improve their lives and make it easier for them to do things.
- **Use visuals.** Visuals can be a great way to help mainstream customers understand the features and benefits of your product. Use images, videos, and infographics to show them how your product works and why it is different from the competition.
- **Make it easy to buy.** Mainstream customers want to be able to buy products easily and quickly. Make sure your product is available through multiple channels, such as online, retail stores, and distributors.
- **Provide excellent customer support.** Mainstream customers may need help understanding how to use your product or troubleshooting problems. Make sure you provide excellent customer support to help them get the most out of their purchase.

By following these strategies, businesses can effectively market and sell high tech products to mainstream customers. These strategies will help businesses reach a wider audience, increase sales, and build long-term relationships with their customers.

Case Study: How Collins Helped a Tech Company Sell to Mainstream Customers

Collins recently helped a tech company sell its new product, a smart home device, to mainstream customers. The company was struggling to reach its target audience and increase sales. Collins developed a marketing and sales strategy that included the following elements:

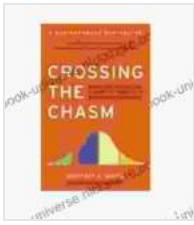
- **Created a clear and concise value proposition.** Collins helped the company define its value proposition and communicate it to mainstream customers in a clear and concise way.
- **Developed a targeted marketing campaign.** Collins developed a targeted marketing campaign that reached mainstream customers through a variety of channels, including online, print, and social media.
- **Provided sales training.** Collins provided sales training to the company's sales team to help them effectively sell the product to mainstream customers.
- **Created a customer support program.** Collins helped the company create a customer support program to provide excellent support to mainstream customers.

As a result of Collins' marketing and sales strategy, the company was able to reach a wider audience, increase sales, and build long-term relationships with its customers.

Marketing and selling high tech products to mainstream customers can be a challenge, but it is possible with the right strategy. By using clear and concise language, focusing on the benefits, using visuals, making it easy to buy, and providing excellent customer support, businesses can effectively reach this audience and increase sales.

If you are looking to market and sell high tech products to mainstream customers, Collins can help. We have the experience and expertise to help you develop a successful marketing and sales strategy that will reach your target audience and achieve your business goals.

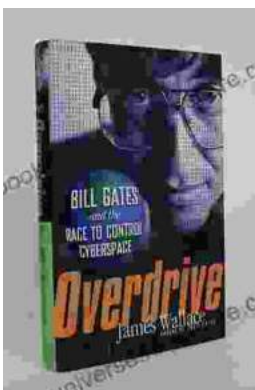
Contact us today to learn more about our services.



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