



Strategic Marketing of Technology Products

Creating the Market-driven Organization

Course Outline

Custom modules may be added, or modules may be deleted for **one, two, or three day sessions**. Course format is interactive, suitable for in-tact cross-functional teams, using examples and exercises tailored to your business. **Contact Chris Halliwell** (714) 536-8776 – halliwell@technologymarketingcenter.com.

Day One: Identifying Opportunities for Growth

Prioritizing Market Targets:

- Identifying opinion leaders and influence communities and using them to speed sales.
- Segmenting your market, by use or application, and by user community.
- Applying L-shaped early market principles to engineering, marketing, and sales priorities.
- Using portfolio analysis and the technology adoption model to rank growth opportunities.
- Identifying market adjacencies that leverage your investments and drive growth.
- Summary: Winning a market is like winning a war — first you need a map of the territory.

Exercise: Create your market segment map and the order in which you will take territory.

Day Two: Creating a Competitive Product Strategy

Using the Whole Product Concept:

- Appreciating the power of the customer's point of view.
- Understanding how change in the customer's environment creates opportunity.
- Writing a customer problem statement.
- Defining a competitive, total solution to the customer's problem.
- Packaging market partners' solution elements.
- Summary: The customer's point of view is the source of competitive advantage.

Exercise: Write a customer problem statement.

Defining a Solution Strategy:

- Defining and measuring competitive differentiation.
- Prioritizing solution vectors and elements.
- Aligning core technology development to customer success metrics.
- Meeting competitive cost-of-use benchmarks.
- Identifying unique value to prevent price erosion.
- Putting it all together into a statement of competitive solution metrics and strategy.
- Summary: Defining solution metrics, not just product, drives competitiveness.

Exercise: Write a solution strategy statement.

Strategic Marketing of Technology Products *(continued)*

Day Three: Beating the Competition

Listening to Customers:

- Making the case for cross-functional participation in the listening process.
- Planning a structured program of customer visits.
- Ensuring an open-ended discussion.
- Overcoming listening challenges in Asia.
- Designing an ad hoc listening and learning process.
- Documenting and synthesizing what you learn from customers.
- Summary: When marketing and development listen to customers as a team, they define more competitive solutions faster.

Achieving Competitive Advantage:

- Getting started with an environment scan and an evaluation of competitive position.
- Selecting and implementing one of four fundamental competitive maneuvers.
- Focusing the market's agenda on your competitive differentiation.
- Establishing the ultimate competitive weapon: market leadership.
- Summary: The secret to beating competition is brutal self-analysis and aggressive campaign execution.

Course Instructor: Chris Halliwell



Chris Halliwell is a long time business-to-business marketing professional focused on helping technology-enabled companies become market-driven. Her teaching, consulting, and process facilitation clients include Analog Devices, Baker Hughes, Corning, Intuitive Surgical, Johnson Electric, Northrop Grumman, Siemens, St. Jude Medical, and Veeco Instruments.

Previously, Chris was a managing partner at the technology marketing consulting firm Regis McKenna, Inc. (RMI), where she led the networking and semiconductor partners and practice groups. Prior to RMI, she held a number of marketing positions at Intel, ultimately directing corporate strategic marketing functions. She began her career selling mainframe computers as a marketing representative for IBM.

As part of the Caltech executive education program for 17 years, Chris developed and delivered the [Strategic Marketing of Technology Products, Creating the Market-Driven Organization](#) workshop to over 3500 participants worldwide. She has been a guest lecturer in strategic marketing and entrepreneurship at Caltech, the University of California, Berkeley, and the University of Missouri. Chris is the founder and director of www.technologymarketingcenter.com, an online community for technically educated professionals that was recognized in 2008 by the Academy of Marketing Sciences as a unique experiential learning facility for executive education follow-up.