

Marketing New Technology

Differentiation

Andrew Reise Consulting has been working with several companies recently who are captivated by the potential of new technology and what the next best thing is to focus their marketing efforts on. We think they are missing the point(s):

- The effect of a technology is only uncertain because companies still don't understand their customers enough.
- Technology does not differentiate a company's service for most of their customers, but most companies can't decide what does – in the wireless industry, Nextel was rewarded for understanding this best, especially when competitors acted like the company was founded on its "push-to-talk" walkie-talkie feature.
- Marketing a technology is the same as marketing a product. It can sell itself or not, unless you focus on the marketing process, which affects everything you sell.
- Hardware remains a misunderstood part of customer acquisition because impressive differentiation on technology becomes a negative if the customer does not appreciate the underlying equipment's breadth and exercise it. Effective marketing uses targeted education to sell and stay sold.
- Channel management remains an Achilles heel to any change in technology or new product/plan introduction – it can be exploited in your competitor as much as it needs to be managed in your own business.
- Efficient marketing is value based, not volume based.

...please contact us at info@andrewreise.com for additional information.

Why Andrew Reise Consulting?

Andrew Reise Consulting provides a multi-talented, expert team of senior business consultants who integrate into your company culture and become a strong extension of your leadership organization.

We specialize in customer facing strategies, operations, and technologies of large Fortune 500 corporations. We deliver strategy, leadership, innovative solutions, and tactical implementation on your most important and challenging business initiatives. Our industry experience includes leading telecommunications, financial services, equipment manufacturers, and media and entertainment companies.

Andrew Reise Consulting Process Focus on Results

Andrew Reise Consulting focuses on results throughout the consulting process. With our clients, we listen, integrate, plan, develop, and implement to achieve results for you, our client.

Andrew Reise Consulting Services Focus on The Client

We work collaboratively with our clients to help you create your vision, build your foundation, achieve your goals, support your growth, and connect with your customers. We offer integrated services which focus on achieving results for our clients: Strategy, Operations Architecture, Project Leadership, Business Enablement, and Customer Experience.