

High Tech Selling

Merging Sales and Technical Know-How

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High Tech Selling

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High Tech Selling

DMIA Technology Symposium

- ◆ The Future of Traditional Printing
- ◆ Emerging Digital Printing Trends
- ◆ Electronic Forms
- ◆ Digital Security
- ◆ Web Page Design
- ◆ Business Document Management
- ◆ The Impact of the Internet

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High Tech Selling

The Missing Link

The Customer

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High Tech Selling

High Technology Marketing

- ◆ From Building Share of Market to Building Share of Customer
- ◆ Hiring Robots to Serve the Audience of One
- ◆ Developing Comprehensive Prospect and Customer Databases
- ◆ Serving Interactive Self-Selling

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High Tech Selling

Hi Tech Marketing Channels

- ◆ Floppies and CD-ROMs
- ◆ Customized Digitally Printed Mail
- ◆ Interactive Fax
- ◆ Electronic Mail
 - Personalized databased direct response
- ◆ World Wide Web
 - Customized publishing, communications and transaction processing

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High Tech Selling

Hi Tech Marketing

- ◆ Perfectly Zappable
 - Tempting the Click
- ◆ Perfectly Measurable
 - Who, what, when, how long, how much
- ◆ Cheap as Dirt

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High Tech Selling

World Wide Web

- ◆ Publication (Library)
 - Publishing, marketing communications,
- ◆ Communication (Saloon)
 - Newsgroups, chat lines, email
- ◆ Transactions (Shopping Mall)
 - On-line ordering, delivery
 - Sell sheets, brochures
 - Participative texts, games

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High Tech Selling

Publication

- ◆ Brochures
- ◆ Marketing Communications
- ◆ Multimedia
 - type, art, photography
 - sound, animation, video, virtual reality

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High Tech Selling

WEB-BASED EXAMPLES

- NEBS ON-LINE FORMS CATALOG
<http://www.nebs.com/>
- HOT WIRED WEB MAGAZINE
<http://www.hotwired.com/>
- ABSOLUT VIRTUAL REALITY
<http://worlds.net/overview/absolut.html>

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Communication

- ◆ Customer and prospect input
- ◆ Email
- ◆ Newsgroups
- ◆ Chat Lines

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Transactions

- ◆ On-line Shopping
- ◆ On-Line Ordering
- ◆ Contests
- ◆ Games

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WEB-BASED EXAMPLES

ELECTRIC-PAGES CUSTOMER FORM
<http://www.electric-pages.com/info/>

STOLICHNAYA VODKA ORDERING
<http://www.hotwired.com/>

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WEB-BASED EXAMPLES

G.F. MURRAY DIGITAL PRINT ORDER
<http://www.gfmurray.com/>

SIGN NET SIGN CREATION SITE
<http://www.signnet.com/>

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High Tech Selling

High Tech Customer Service

- ◆ Developing a living customer database
- ◆ that targets the pitch,
- ◆ learns from the transaction history,
- ◆ makes the sale,
- ◆ books the order, and
- ◆ delivers the product.

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WEB-BASED EXAMPLE

FIRE FLY MUSIC MAGAZINE DATABASE
<http://www.ffly.com/>

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High Tech Selling

Marketing Management

- ◆ Picking the Right Channels
- ◆ Developing the Talent and Vision
 - Education, R&D
- ◆ Building the Customer Database
- ◆ Automating the Sale
- ◆ Keeping Ahead of the Competition

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