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*to expand use of DA in an organization:*

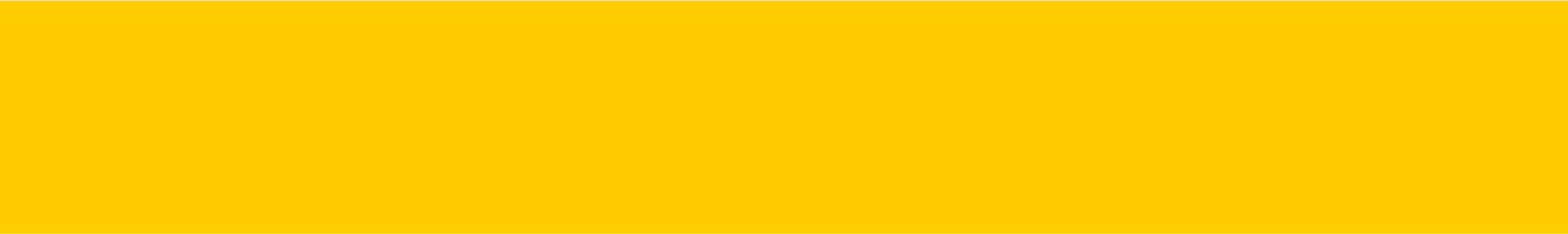
*Adopt a High-Tech  
Marketing Strategy*

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April 1998

**James Mitchell**

NOVA Gas Transmission Ltd.



*Do you find yourself  
wondering why it is that  
the majority of potential  
users for DA are not as  
enthusiastic as yourself?*



*High-Tech marketing  
theory has an answer...  
and some solutions.*



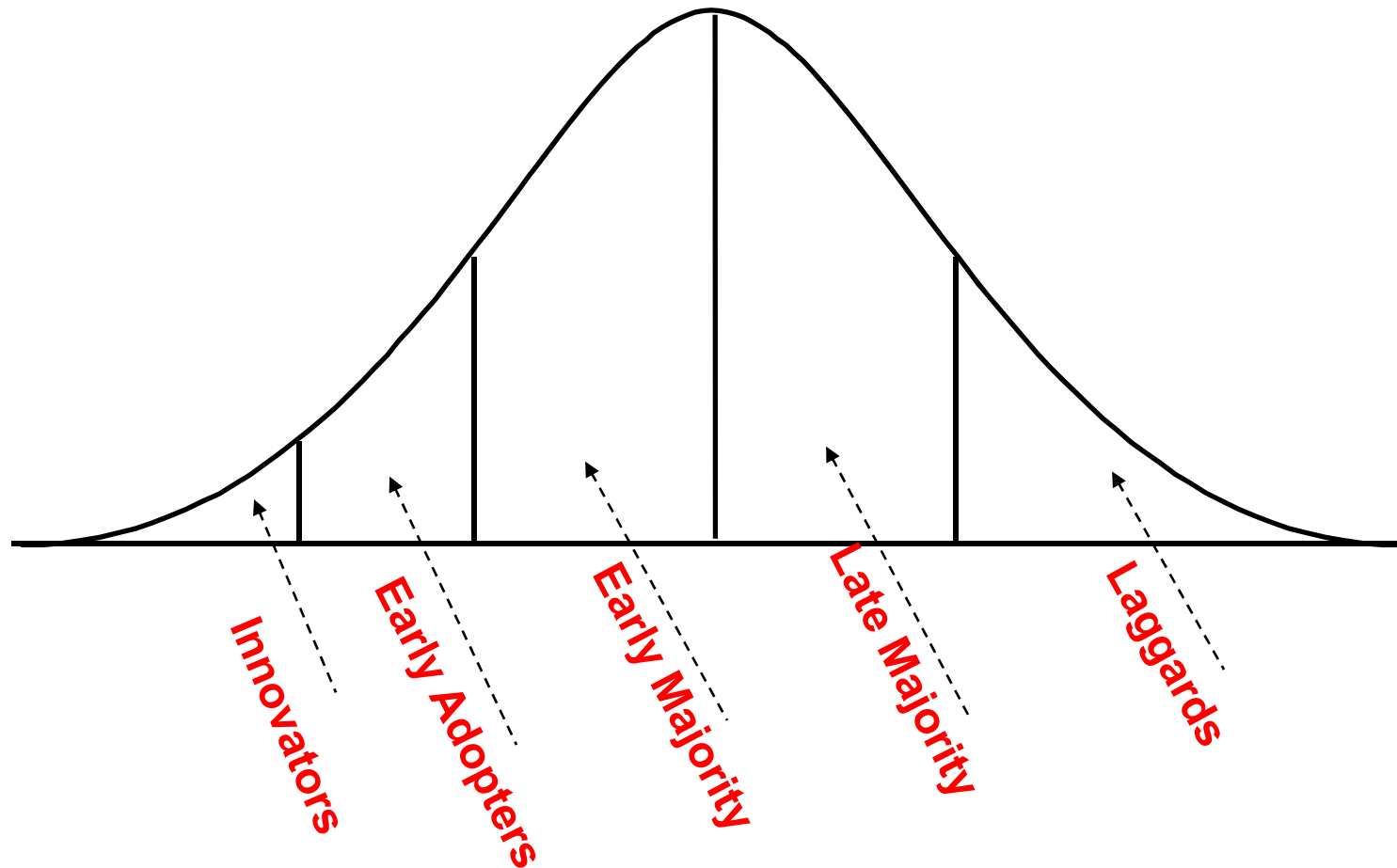
# *high tech=high change*

- ◆ DA is a change technology
- ◆ High tech is a crucible in which high change marketing strategies are born

*as we practice it, DA fits a high-tech model*

- ◆ It is perceived to be new
- ◆ It promises unprecedented benefits
- ◆ It is proposed as a replacement for conventional decision-making
- ◆ It wins early converts and predictions of a “New World Order”

# *standard marketing view of product adoption*



*the early market will seek out innovations*

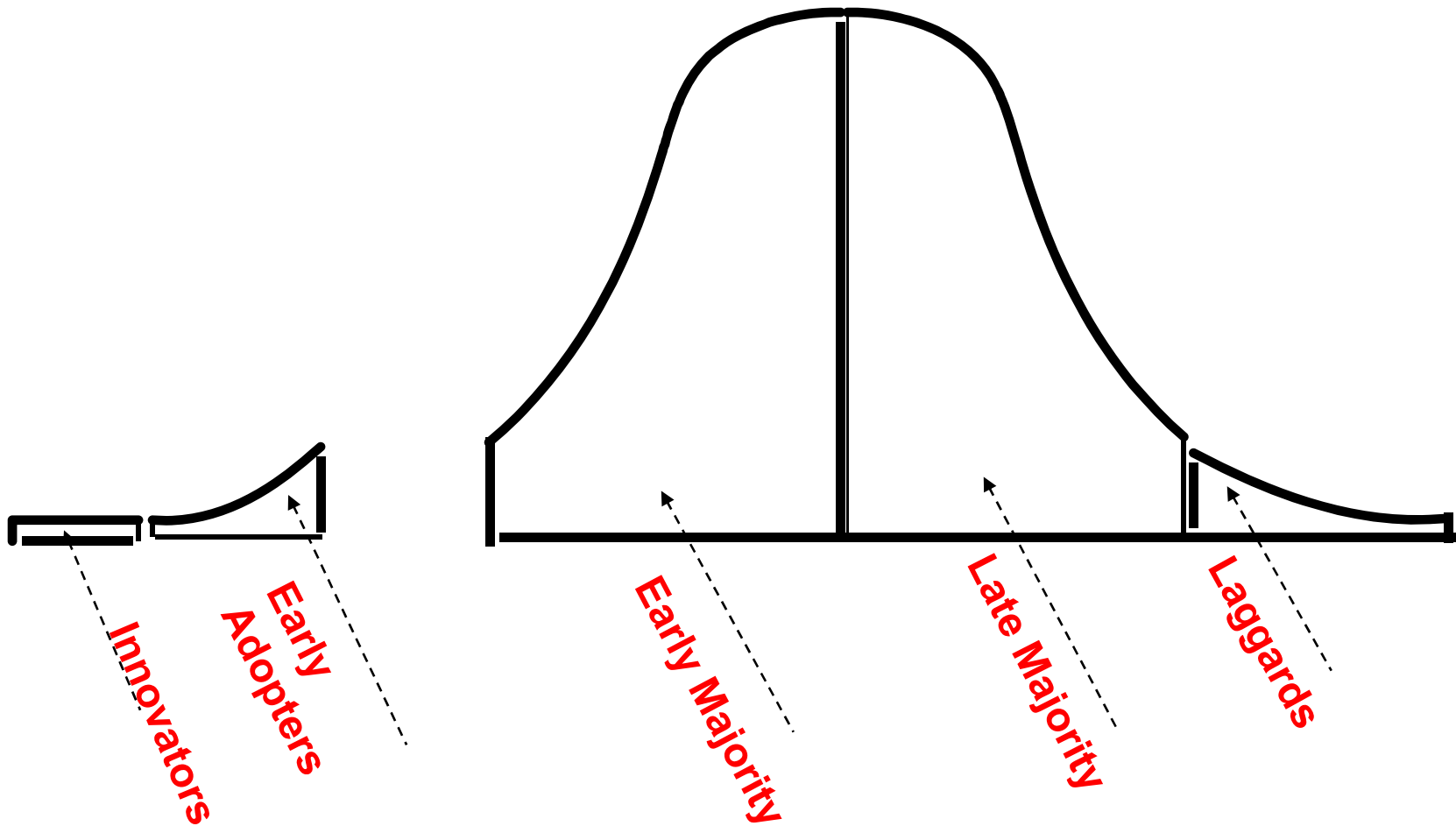
- ◆ ***Innovators*** - who are committed to new ideas because they are new
- ◆ ***Visionaries*** (Early Adopters) want to use discontinuous innovation to break with the past and start a new future

*the later market adopts only if  
a compelling reason to do so*

- ◆ ***Pragmatists*** (Early Majority) look for incremental change
- ◆ ***Conservatives*** (Late Majority) will undertake change only when they are unable to continue with their current practice
- ◆ ***Skeptics*** will always resist and need to be neutralized



*there is a large chasm  
between early & later markets*



## *the first step to cross the chasm:*

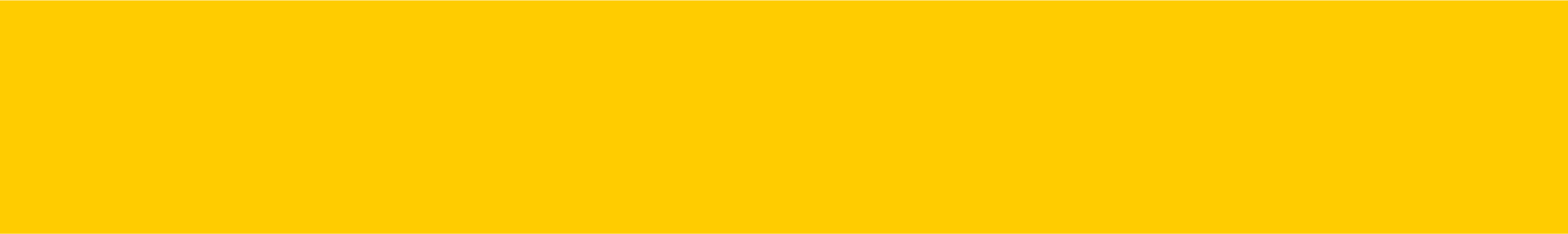
- ◆ Identify a beachhead of pragmatist clients within your company and become the process of choice for that client

## *use this beachhead to obtain references for the mainstream*

- ◆ The key goal during this phase must be to create a pragmatist client base as references for other mainstream clients
- ◆ The most effective marketing is word of mouth references from pragmatist clients

*once in the mainstream...*

- ◆ Leverage mainstream references to capture other target areas
- ◆ Become the standard for your company



*Pragmatists do not want  
to use visionaries as  
references for their  
decisions...*

*They want to use other  
pragmatists.*

## *4 characteristics of visionaries alienate Pragmatists*

- ◆ Lack of respect for experience
- ◆ A greater interest in change for changes sake
- ◆ Do not respect importance of existing systems and processes
- ◆ Overall disruptiveness

# *communicate to the values of the pragmatist*

- ◆ DA will improve on your current ways of making decisions
- ◆ Other mainstream companies are using DA (internal and external)
- ◆ DA is becoming the standard for decision making

# *why this strategy will work..*

- ◆ Many of us have achieved initial successes with innovators
- ◆ Capable of being leveraged into long term success
- ◆ Gradualism reduces downside risk and minimises need for resources



*reference*

◆ ***Crossing the Chasm -  
Marketing and Selling High  
Tech Products to Mainstream  
Customers***

Author: Geoffrey A. Moore

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