

# Your Next Customer

## Creating Opportunity



You have a new product to introduce to the market. You have a talented engineering team, successful executives, and a work ethic that takes you places—nearly a recipe for success. Next you need customers. Where do you begin?

Getting a face-to-face introduction with your potential customer is a hurdle every new company experiences. Many startups have an idea of which companies would likely be a good fit for their product, but the challenge is finding out who within these companies they need to speak to and the fastest way to get in front of them. With a limited amount of funding to generate revenues, small companies are racing against the clock. You can have the best product in the world, but if the right people don't know about you, your competitor gets the business!

### Meeting challenges

Having reputable companies associated with your business is often what you need to get to the next level. Being able to show value through customer testimonials is invaluable. The more market penetration you have, the faster you will be able to develop additional references and grow. Identify your target market. Research each

potential customer and who within the company you would like to talk to. Continue to refine this list until you have your priorities established.

### Six points of reference

- If it's technology-related, focus on the chief information officer.
- Understand corporate business initiatives so to best identify the area(s) in which you can add value.
- Keep it simple and be specific as to why your solution may compliment their existing environment.
- Focus on customer service; be creative.
- Differentiate yourself and company.
- Leverage personal contacts and network.

### Internal or external resources

Many startups employ savvy marketing and sales people that have the relationships which open doors. However, not all startups can afford the high salaries it takes to recruit, and more often look for supplemental resources to assist their existing team. One option is to use an outsourcing firm to assist with introducing your product into the market. They typically understand the internal challenges that big companies face, and introduce emerging technologies that meet their needs. Look for a business that is reputable, and represents solutions similar to your own if possible.

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