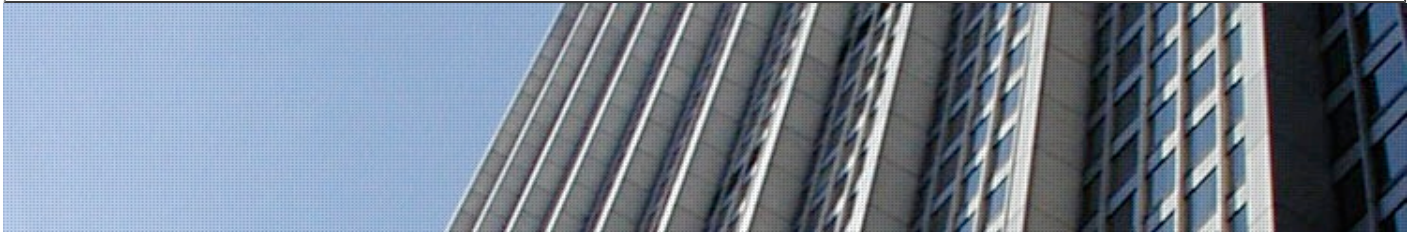


## SCHLAR CONSULTING GROUP

Video and Network for the Real World  
March 2009



Is your high tech company  
suffering from Engineering-itis?



Is your marketing  
department run by Geeks?

### Getting past startup?

For new tech companies, the problem is nearly universal: "My company's got great engineering and technology, but we just can't seem to generate enough sales to break out of startup mode."

Aha, the classic marketing dilemma..... What many companies fail to realize is that marketing, like engineering, is a discipline that requires formal education, training, and experience to be successful. Unlike engineering, however, marketing uses a little less of the rational brain and a little more of the holistic, intuitive brain. Think of the basic marketing personality, if you will, as comprised of one part art and one part science. Or as using the left and right brain in more or less equal proportions. While many new companies are founded by engineers or technologists (the left brain dominant types, god bless 'em), all too few have the right mix of marketing and sales expertise to be as successful as they could be.

So let's face it. Engineers are trained to think like.....engineers. You've probably been in meetings and seen the mindset in action: the square root of Pi divided by the inverse cosine of the arc tangent times Lambda to the 6th power. Really great stuff, but only if you're talking to other engineers.

One of the cornerstones of good marketing is to put yourself in your customer's shoes, and see the world through their eyes. Enter the right brain types. So if the person buying your products isn't an engineer or even a techie like yourself, you may just have a problem. Because some customers routinely buy products purely for practical or even, gasp..... *business reasons*.

### That's where we come in.

O.K., so maybe we haven't fully mastered the left brain, right brain thing quite yet, but at the Schlar Consulting Group, our team has both engineering and marketing expertise. We take pride in being able to decipher complex technologies like Discrete Cosine Transfers, Motion Estimation algorithms, and so forth, and present them in a way that makes (business) sense to your customers....and motivates them to purchase your product instead of buying a competitors'.

To this end, we offer a broad range of marketing and technical services, aimed squarely at the bigger goal, improving company recognition, market penetration, and your bottom line:

- **Market Research:** With technology accelerating at an ever increasing pace, where is your market heading one to two years from now? Where are your competitors placing their bets? Does some low cost, PC-based software package, a rogue variant of Linux, or some other low flying object represent a threat to your market share?
- **Marketing Collateral:** One might call this the "bread and butter" of technical

marketing communications. Done well, material like case studies, white papers, and application notes can grab a customer's attention, get them talking to you, and help position your company as the experts in your field. Done poorly and you've just succeeded in confusing your potential customer even more or just wasted a bunch of time and money.

- **Web Site Content:** Your web site is like the front door to your corporation, the very first place most customers go to check out your products and services. Is the grass freshly mowed, is the walkway in good shape, and is the doorway appealing? Or is your web site and web content old and out-of-date, with weeds growing in the corners and cracks in the foundation? Or worse yet, is your overall company positioning and product messaging off-track or even askew?
- **Lead and Sales Generation:** Is your company taking advantage of all the latest business and revenue generating tools the marketplace has to offer? Beyond the basics like Salesforce and CRMs, beyond basic Search Engine Optimization, beyond direct mail campaigns. Are you retaining or expanding your customer base electronically with email campaigns, quarterly newsletters, and customer satisfaction surveys? Or are you using the same old, tired-but-true methods?
- **Reseller and Channel Development:** Get this one right and your numbers will go through the roof. Get this one wrong and you'll be replacing your VP of Marketing every year and a half. We've lived and breathed the reseller experience for nearly a decade and know what works. And what doesn't.
- **Product Assessment:** If you've got a product or service aimed at the prosumer or even consumer markets, you've probably got lots of competitors out there. That means lots of eyeballs critiquing your products and services. Was your web interface coded by an ex-Cobol programmer? Was your product packaging done by committee? Did your Chief Software Engineer write your user manuals in his spare time? Sometimes small changes in a product can have a big impact on sales. We can help you turn good products into great ones.



## The buck stops. Where?

So stop tolerating lackluster sales and weak quarter-after-quarter results. Stop blaming non-performance on your competitors, a poor sales force, or a weak economy. And think, for a moment, about the last time one of your products won an industry award.

Give us a call and tell us what obstacles you're facing. Tell us what's working and what isn't. The first phone call consultation is on us, no strings attached. If you like what you hear from us, we can engage. Or at least do lunch.



## Reach us.

For the complete story and to schedule a initial free consultation, visit us on the web at:

[www.schlarconsulting.com](http://www.schlarconsulting.com)

Or contact us at:

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