



TimeShift Productions

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Product positioning

We need to **OPEN** a new segment – our product needs to stand out.

This semiconductor equipment company has focused on one key segment; new segments are required in order to grow.

With a foothold from an existing initiative, the Company asks TimeShift to refresh the message and suggest ways to move forward.

Project

TimeShift gathers customer requirements and reviews potential product extensions. Competitive analysis suggests a positioning opportunity.

TimeShift reworks management and engineering sales materials to highlight the key point. In target user meetings, TimeShift acts as the Company's technical lead, asking questions to confirm expected customer needs align to the new position.

Results

Customers liked what they saw and felt there was a real opportunity: the solution would significantly lower manufacturing costs. Existing customers are encouraged; new ones are looking more closely. Folks are *coming to the company* to see what's new rather than waiting for sales to call on them.

Value

Growth requires share gain. But market share gain comes only after *mind share* gain. When you're on the outside looking in, the first steps are the most valuable. This company now has a clearer view of their future and can move forward with confidence.

See your future... get there sooner

If you're involved in semiconductors, TimeShift can help you improve competitiveness by focusing on *what's important to your clients*. Put years of successful marketing, technical sales, and system design experience to work for you.

Contact [TimeShift](#) today.