



# TimeShift Productions

52 Riley Road #224  
Celebration, FL 34747

[info@timeshiftproductions.com](mailto:info@timeshiftproductions.com)  
(407) 792-2314  
(617) 297-2314

## Technical Sales

We need to *RELATE* to new customers but our team has other expertise.

This semiconductor industry company needs to grow in a new segment. With most resources tuned to their primary market, additional expertise is required.

Company sales management asks TimeShift to provide supplemental technical sales support.

### Project

TimeShift previously advised the Company on expected requirements and product extensions likely needed to succeed. Now TimeShift acts as the Company's technical lead in key customer meetings:

- asking the right questions to relate and confirm critical needs,
- demonstrating Company interest through in-depth segment knowledge, and
- positioning the Company's solutions in the customers' mind.

### Results

Key customer interest increased. One technical decision maker saw the opportunity: significantly lower manufacturing costs. The Company saw a way to expand existing product sales and more importantly increase customer opportunity which could lead to significantly expanded market presence.

### Value

The right positioning, the right product, the right customer, the right skills: all are needed to break into a new segment. TimeShift here showed the Company another component required to play in this billion dollar market.

### See your future... get there sooner

If you're involved in semiconductors, TimeShift can help you break through the competitive clutter by tuning your *vendor/customer* interface. Through improved positioning, on-target messaging, sales training, or direct customer contact, TimeShift will *help you get noticed*.

Contact [TimeShift](#) today.