

# Hard Drive **PLAY TO WIN** Strategies

## Design-In Strategies for Industrial Distributors

### ○ Opening New Opportunities

1. Talk to purchasing, engineering, & marketing before competitors.
2. Discover goals, wants, needs & specs
3. Call manufacturers upon first knowledge of opportunity
4. Provide design-in data & eval units
5. Get eval PO
6. Get registration approved
7. Determine time lines of eval process
8. Determine eval criteria
9. Close for eval PO



#### You Won Eval PO

1. Obtain & review their forecast & compare to factory schedule bi-weekly
2. Discuss bonds, value-add opportunities
3. Ask vendor for advice on how to best support opportunity—this builds buy-in of the vendor, which is critical
4. Check customer expectations & compare to reality

#### You Lost Eval PO

1. Confirm loss of PO
2. Learn who got it & why
3. See if they'd like to qual 2nd source

### Tactics For Early Stages Of Product Life Cycles



#### Have The Business

1. Check with sustaining engineer
2. Deliver info on all product changes
3. Compare forecasts to ship commits
4. Provide lots of support to manufacturing during pilot production runs -- visit often during first production runs

#### Want The Business

1. Sell 2nd or alternate source
2. Register design for 2nd or alt. source
3. Provide unsolicited price quotes within one day or hours of any price reductions. Show prices two ways: w/design-registration debit & at book cost
4. Go to marketing & discover needs & time frames for next gen of product
5. Become "attached at the hip" to engineering department
6. Check w/sustaining engineering for opportunities to be of assistance
7. If you can't participate in business or switch it provide low-ball quotes to keep competitor's margins down



# Hard Drive **PLAY TO WIN** Strategies

## Design-In Strategies for Industrial Distributors

### Tactics For Late Stages Of Product Life Cycles

#### A New Drive Has Been Introduced That Obsoletes The Designed-In Drive

#### Have The Business

1. Sell account on concept of an EOL ("End of Life") buy for present drive. Go to engineering & discuss the advantages of skipping one product life cycle:
  - No costly evaluation cycle.
  - No need to re-document the existing system
  - No re-certification of customer's product, if applicable
2. Drop your price immediately when lower costs are received.
3. If they don't want to do an EOL buyout, start selling the new drive. Talk about the new product & show roadmaps into the next year or two.

#### Want The Business

1. Go in bi-weekly with new, lower price quotes on the old drive. This helps discredit the source that has the business; "...haven't you been told that this drive is obsolete?"
2. Show Grey market pricing on the drive. Talk about how drive is near EOL & should be replaced right away.
3. Be the first to take in literature on the new product (see New Opportunity above). Pursue evaluation order for new product.
4. Sell "FUD" (Fear, Uncertainty & Doubt) by warning that the drive may go out of production at any time — don't be left line-down.

### Other Tactics

Go to your account's marketing department and discuss their next generation of product: who their competitors are and what their ideal next product will be. Design-in your new drive's specifications in marketing, or sell the concept of End of Life ("EOL") buyout.

### Notes

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