

### 7.13 Market "Add On" Products to Existing Major Accounts:

Many of the major software vendors (eg Lotus, Wordperfect) have site licenses with major corporations that run into the tens of thousands of units. With research, you can find these major sites. If your product is an add on to these products you should be able to sell directly to these major accounts. Also consider working with Corporate Software in Toronto, a reseller specializing in the Fortune 500 to gain access to these accounts.

### 7.14 Seeding the Market:

Epson dominates the dot matrix printer market. One of its early tactics was to give the most influential people in the market (press, consultants, Fortune 500 buyers, etc) a free printer to review and keep. It quickly became the standard all other machines were measured against. Consider a modern day version of this strategy.

### 7.15 Shareware:

Many vendors of inexpensive products have made money listing their products on shareware bulletin boards. High quality products have received \$70 to \$600 million in revenue through this channel. If you have no money, this is an option. There is a directory of shareware bulletin boards available.

### 7.16 Support and its Costs:

Software vendors are the only business that sells a low price product and offer unlimited service. Service to the product and to the dealer/VAR channel as well as the customer is critical to success but also very costly. Many vendors are now selling limited service with an option to purchase ongoing service. Try to plan a strategy that creates a revenue stream opportunity out of service. Such things as newsletters allow you to provide service at a reasonable cost as well as maintain an up to date list of purchasers for version two of the product. Lotus' 90 days only of free service is another example of this trend.