



Crossing The Chasm by Geoffrey A. Moore

1. I am moving from visionary pioneers to more pragmatic settlers. They particularly need comfort and testimonials, and the experience of others, etc. I should have approximately 100 members in my next early majority and another 100 in my late majority. I already have my innovators and late adopters (30).
2. The earlier majority's greatest concern is not to disrupt their organizations. And the early majority wants to buy productivity improvement for existing operation.
3. Stay focused on one market at a time.
4. The goal of the pragmatist is to make a percentage improvement – incremental, measurable, predictable progress. They want no risk.
5. Once a pragmatist buys they will help further sales. With the pragmatist buyers within a given vertical market, they tend to be very loyal to it, and even go out of their way to help it succeed.
6. What pragmatists like best about VARs is that they represent a single point of control, a single company to call if anything goes wrong.
7. In marketing pragmatists, be patient, show up at industry specific conferences, get testimonials from existing companies.
8. An experienced attorney or HR consultant is better than the greatest online compliance risk management decision tree ever created. That's why the point is this: use powerful front-end strategies and tools to reduce risk and improve productivity and if a problem occurs that causes any confusion, obtain professional advice immediately. End of story.
9. Cross the chasm by targeting a very specific niche market where you can dominate from the outset, force your competitors out of that market niche and then use it as a base for broader operations.
10. We must insure the customer gets not just the product, but the whole product – the complete set of products and services needed to achieve the desired results.

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