Back to Basics

The expected resurgence of high tech activity has been taking a bit longer than we had all hoped and expected. The world is still to unstable to support growth in infrastructure and revolutionary new, technology oriented consumer products. The upswing will come, for sure, but just not right now. So what do we do to hold on until the going gets good again? We go back to basics.

Basics. The notion of solid business development that we all abandoned to one extent or another as we pushed forward at breakneck speed in order to rush to market or seduce some hapless VC out of their money.

Basics, like developing products, features and functions as a response to the genuine needs and problems of the market. Basics, like forming core descriptive materials focusing on benefits and wrapped in a strong, integrated program featuring branding and targeted marketing. Basics, like understanding our market and sales channels and seeking to match the two for effective sales. Basics, like serving clients like they are the lifeblood of our company – which, by the way, they are.

Is it offensive to say we got too arrogant? Is it bad to admit that we became so impressed with our technological savvy that we assumed people and corporations would want our products no matter how poorly we executed our business? Or is it smart to take the lumps to our ego and learn our lesson?

And what is our lesson?

We need to go back to basics. That's the lesson.