



The Five Tool Rules

Making a Better Business Case

By WaveLength Market Analytics

The Tool Rules

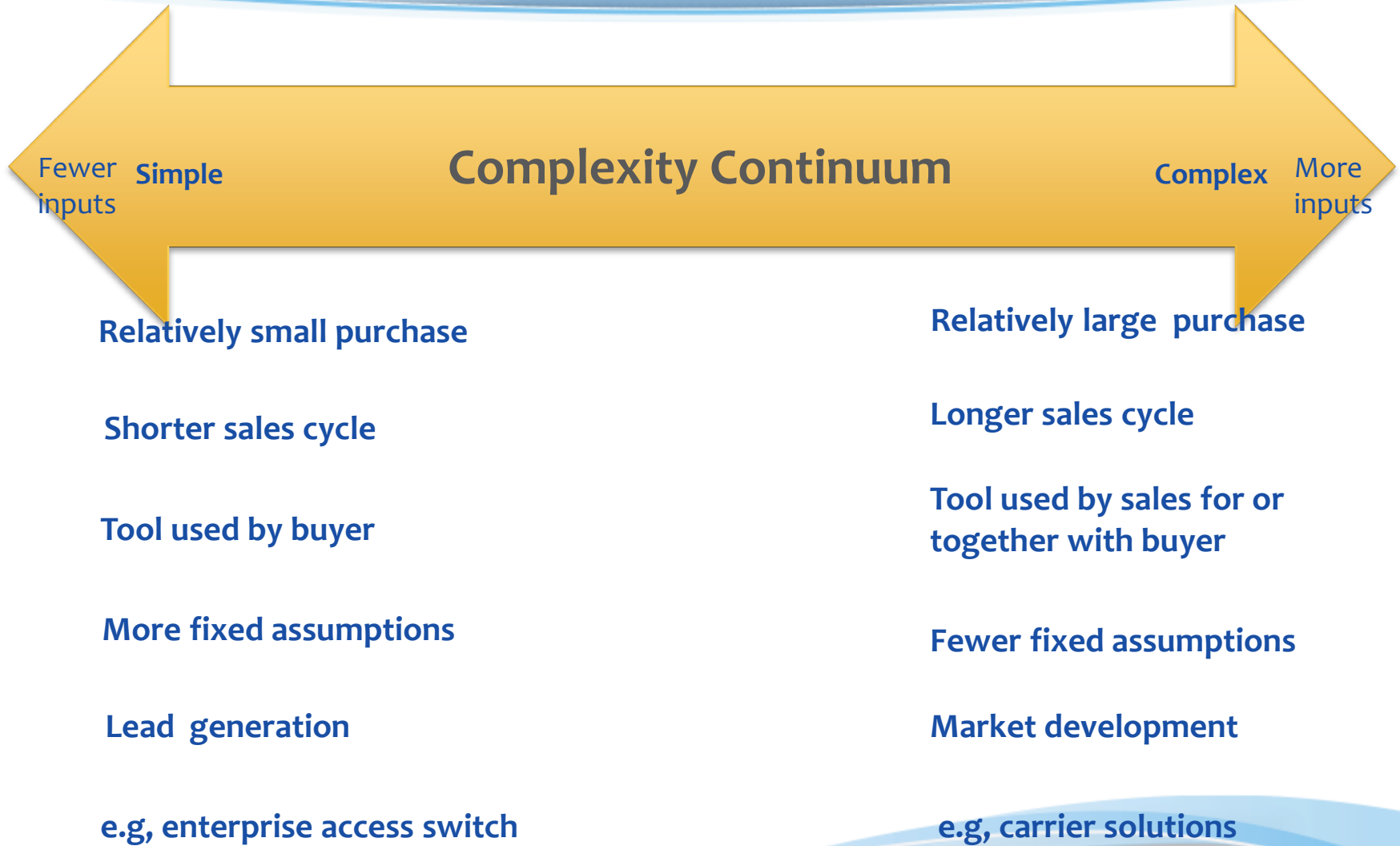
1. Define tool goals with clarity
2. Make the right trade-off on tool complexity - by who uses it and how it's used in the sale
3. Start with the hard one first – making a complex tool simpler is easier than making the simple more complex
4. Field test the Excel-based tool before creating the Web application
5. Think of it as your “center piece” of your campaign



Rule 1: Define tool goals... clearly

- A tool's goals are rooted in its competitive differentiator, positioning, audience, and/or barriers to purchase
- To define goals, it may require:
 - Secondary research of the market
 - Competitive analysis
 - Customer, channel, or sales interviews
- Bring a set of well-defined goals to the start of a project, or create phase 1 to determine them

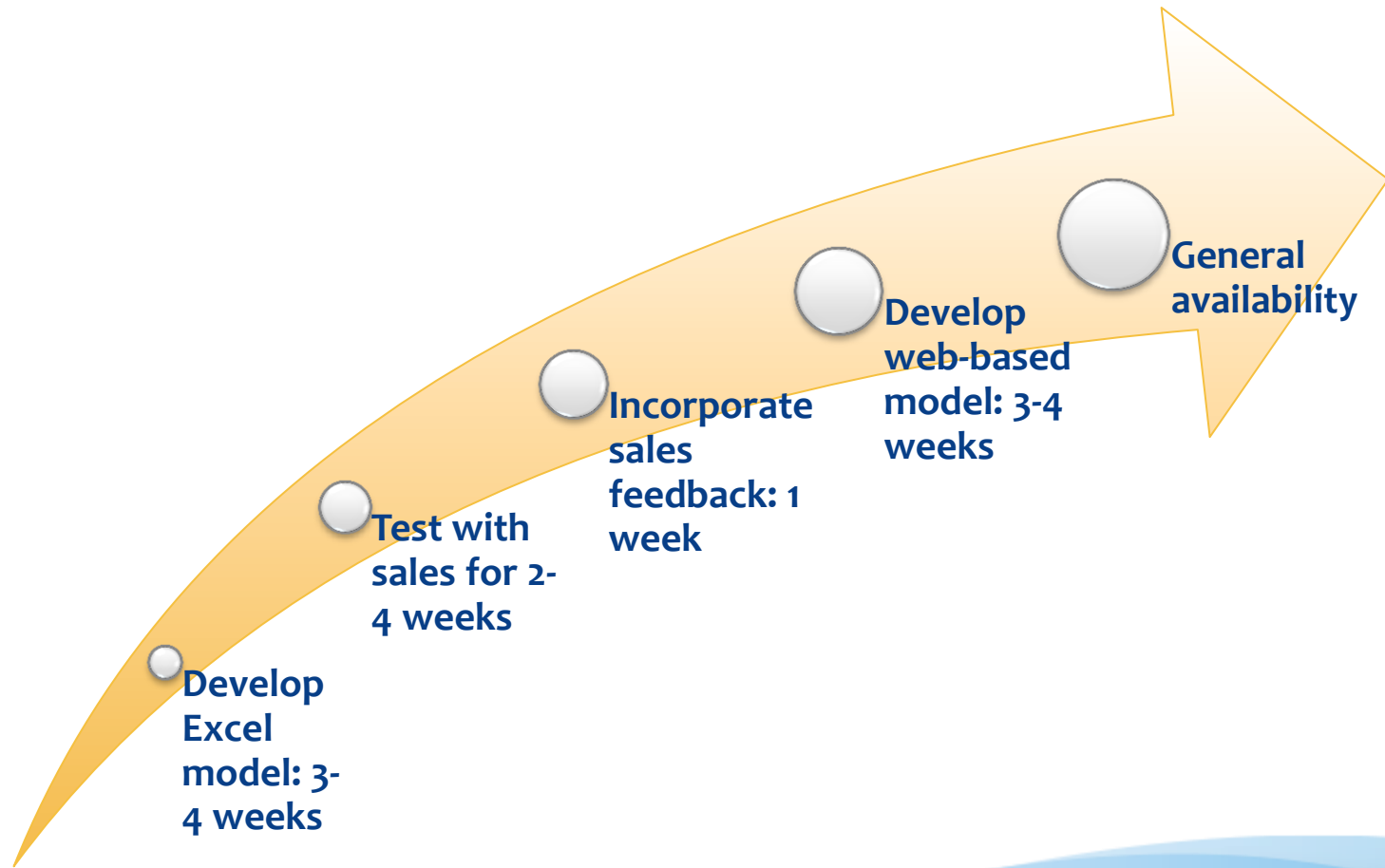
Rule 2: Make trade-offs on tool complexity - by who uses it and how



Rule 3: It's easier to make the complex simpler than vice-versa

1. If you want a more complex tool for sales and a simpler one for lead generation, do the complex version first.
2. If you need multiple tools, standardize on a common “look and feel” first.

Rule 4: Tool development absolutely requires field testing... no skimping



**Starting point:
well-defined goals**



Rule 5: Think “tool program”

- Success depends on a tool’s supporting activities and/or documents.
 - Sales: training, FAQs, sales presentations
 - Customers: Web site copy, white papers, presentations, blogs, webinars, case studies, lead and demand generation, etc.
- Tools are high impact, and programs maximize that investment.



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