

Framework for:

# Technical documentation

Part 2: Market/target group

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Product group: \_\_\_\_\_

Contact person: \_\_\_\_\_

Arranged by: \_\_\_\_\_

# Technical communication as a competitive tool

Aftermarket communication is often neglected, often delegated to the construction department that, apart from developing the product, should also have the skills and time to present its function in a user-friendly way. The technical documentation in accordance with the EU product liability law is considered part of the product (and should thus keep the same quality as the rest of the product). Therefore the aftermarket communication should be considered an important competitive tool in the sales process.

In today's fast-moving world, the product hardware is rarely a competitive tool. And if it is, that advantage will quickly be eaten up by the competition.

Instead, most companies are looking for a competitive edge through software – to build the product into the system, provide guarantees and related services, etc. and thus create added value.

In this context, user-friendliness is often a product advantage. It is an important competitive tool in any country where the user has a direct impact on the purchase decision.

The ease of use is controlled by the product design and documentation. And of course it should be the same document requirements as for other communications. It should be tailored to the target group's information needs and pedagogically designed.

Unfortunately, the reality is different. The product is often accompanied by a 250-page manual in English with little or no images at all. No one bothers to read it, which means the product is not fully utilized and the service department will have to answer many unnecessary questions.

Upgrading aftermarket communication is an easy way to gain a competitive advantage. With modern production techniques, where a large part of the production can be automated, it is much easier today to provide customers with tailored information in a cost-effective manner.

## Framework for ...

Pyramid has extensive experience in B2B branding, and we would like to share it with you.

This document summarizes the issues worthy of consideration in the development of a branding strategy. Don't expect any fixed or general solutions. Successful solutions are the result of a concerted effort, based on the right assumptions and facts.

We use a customized version of this structure when we go through projects so feel free to use the material as a checklist or as a basis for discussion.

If this seems interesting and you want to discuss marketing strategy on a deeper level, you are always welcome to contact us at [info@pyramid.se](mailto:info@pyramid.se)

# Market

## Which markets? →

In which markets are our products sold?

- Sweden  \_\_\_\_\_
- Nordic  \_\_\_\_\_
- Europe  \_\_\_\_\_

## Export percentage →

What share of our total order volume is exported?

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## Key markets →

What are our three most important markets today?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## Sales →

How are sales conducted in the different markets?

- Direct from headquarters
- Subsidiaries
- Agents

Comments \_\_\_\_\_

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## Customer demands →

Which markets (or customers) place special demands on our technical information. Summarize those requirements here.

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## Customer reaction →

What wishes or comments have we received from customers who use our technical information.

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## Sales and service information →

How does our sales and service organization know what technical information we offer to customers?

In the 'home' market \_\_\_\_\_

In other markets \_\_\_\_\_

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## Technical information in marketing →

How do we use technical information in our marketing?

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# Target group

## Which target groups? →

Tick the boxes next to the target groups that need access to technical information about our products (the adjacent lines are used in the next question).

- |                                |  |                                |  |
|--------------------------------|--|--------------------------------|--|
| <input type="checkbox"/> _____ | <input type="checkbox"/> Company management      | <input type="checkbox"/> _____ | <input type="checkbox"/> Consultant              |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Technical manager       | <input type="checkbox"/> _____ | <input type="checkbox"/> Customer training staff |
| <input type="checkbox"/> _____ | <input type="checkbox"/> IT manager              | <input type="checkbox"/> _____ | <input type="checkbox"/> Users/operators         |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Purchasing manager      | <input type="checkbox"/> _____ | <input type="checkbox"/> Installation personnel  |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Maintenance manager     | <input type="checkbox"/> _____ | <input type="checkbox"/> Programmers             |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Production manager      | <input type="checkbox"/> _____ | <input type="checkbox"/> Maintenance personnel   |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Safety engineer         | <input type="checkbox"/> _____ | <input type="checkbox"/> Warehouse personnel     |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Safety representative   | <input type="checkbox"/> _____ | <input type="checkbox"/> _____                   |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Financial manager       | <input type="checkbox"/> _____ | <input type="checkbox"/> _____                   |
| <input type="checkbox"/> _____ | <input type="checkbox"/> Authorities, e.g. _____ |                                |  |

2  Own staff, e.g. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

3  Press and opinion builders, e.g. \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Target group tasks →

What role does each of the above groups play? Match one of the adjacent functions with each of your choices above.

- |                             |   |
|-----------------------------|---|
| A Initiates purchase        | L Responsible for safety matters        |
| B Specifies requirements    | M Designs plants or systems             |
| C Evaluates products        | N Designs computer programs             |
| D Selects products          | O Programs                              |
| E Makes the formal decision | P Plans maintenance                     |
| F Decides purchase volumes  | Q Does maintenance work                 |
| G Signs the contract        | R Trains users                          |
| H Plans installation        | S Trains maintenance personnel          |
| I Installs and commissions  | T Orders reserve parts                  |
| J Assembles                 | U Approves product                      |
| K Uses the product(s)       | V Spreads information about the product |

Comments \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

## Key target groups →

Which are the three most important target groups for technical information?

A \_\_\_\_\_  
 B \_\_\_\_\_  
 C \_\_\_\_\_

## Others →

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

*Pyramid builds brands and creates remarkably profitable, cross-border communication for international companies with high ambitions and entrepreneurial spirit.*

*What should one do to stick out, to break through, and to do so with credibility intact? We have proven methodologies that lead to the answer.*

**Together we can:**

- create cross-border communication beyond the expected
- attract a global market across national borders
- take advantage of all media, digital and analog, with an open mind
- bridge cultural barriers and reach professionals
- cross-fertilize knowledge and experience from different areas of industry
- integrate our skills across disciplines and coordinate the communication

**In Pyramid, you have a partner who:**

- spars with you on a business strategy level
- focuses on your organization
- market-adapts your offers
- positions your company
- differentiates your products and services
- builds strong brands
- stimulates your sales team
- attracts the right target groups
- gets your business to grow globally
- optimizes what you get from the Internet  
i.e. boosts your growth and profitability.

