

2021 National Small Business Exporter Summit



Selling into a Niche Market

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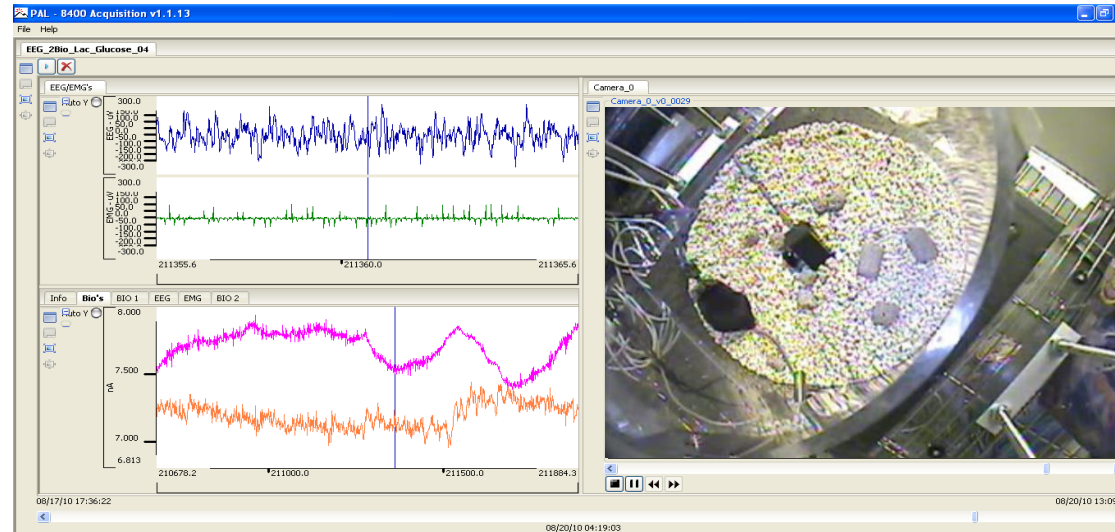
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Pinnacle's Core Products

We develop turn-key systems to improve/simplify pre-clinical (non-human) brain research



Systems for sleep, seizure, sensors, anything to measure what is going on in the brain.

These also include -
analysis software, video, sleep deprivation,
cages, screws and anything else the researcher needs

Pinnacle



Pinnacle's Core Strategy

- High dollar, low volume products
- Sell over 350 different items
- Customization
- Niche products
- International shipping challenges for unique products

Total Customer Satisfaction

Global but Niche Market

*Selling to Scientists
Not Traditional Marketing...*



Current Export Picture: 35 – 39% Sales



Distributors in China, Japan, Taiwan, South Korea, Singapore

4 Ps of Marketing

- Who the product is for
- Problems users face
- How to solve problems

- How to get your customer to see your message
- What kind of message resonates with your customer
- How are your competitors promoting



- Value the product brings
- Competitor's pricing
- Pricing your product (with discounts)

- How to engage your customer
- Google, social media – what platforms
- How to meet your customer



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Standard Responses

- Increase revenue
- Decrease cost
- Solve a regulatory issue
- Reach highest level decision maker



- % under competitor
- Sales and discounts

- Advertising
- Banner Ads
- Giveaways

- Social Media
- Website
- Storefront



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Pinnacle's Niche Market - Product

Know Your Customer!

Pinnacle's Customers: Doctors/Scientists/Researchers

Pinnacle's customers care about: **High quality experimental data**

- Can they publish?
- Can they use for regulatory approval?



Pinnacle's Niche Market - Price

Not the driving force for our customers!

- Can't be outrageous in comparison to competitors
- Sale pricing doesn't increase sales
- Some level of discounts may need to be negotiated

Sales process is often inverted in that you close the sale with the customer, then they find the funds to pay for the product



Pinnacle's Niche Market - Place

Website/Webstore

- Large amount of data/content
- Pricing on storefront
- Google analytics

RELIABLE,
ROBUST,
REPRODUCIBLE
RESULTS

Distributors

Choose wisely – they know what is expected in their culture

- Example 1 – First distributor only sold part of product line
- Example 2 – Breaking into China



Pinnacle's Niche Market - Promotion

- Exhibiting at scientific conferences – Trade shows
- Scientific publications
- Word-of-mouth
- Quarterly newsletter



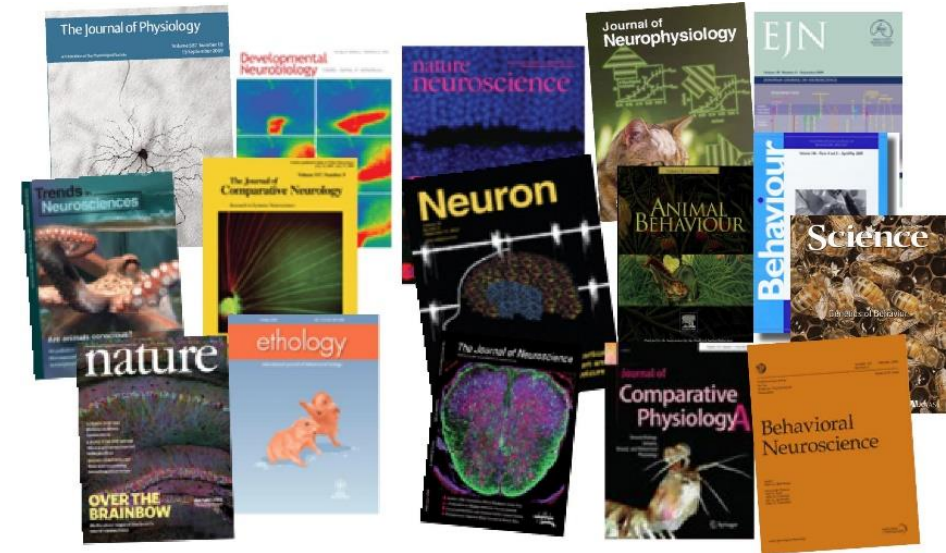
Exhibiting at Scientific Conferences

- Connect with new and existing customers
- Teach new users how to use our systems
- Assist researchers with product integration
- Generate new product ideas



Why Publications Are So Important

- Show our products being used by fellow researchers
- Establish our products as a standard research tool
- ***500+ scientific publications using Pinnacle products***



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4 Ps for Pinnacle

- High quality data
- End user is the decision maker

- Publications
- Trade shows
- Word-of-mouth
- Newsletters



- Not a big influence on decision

- Website
- Distributors