



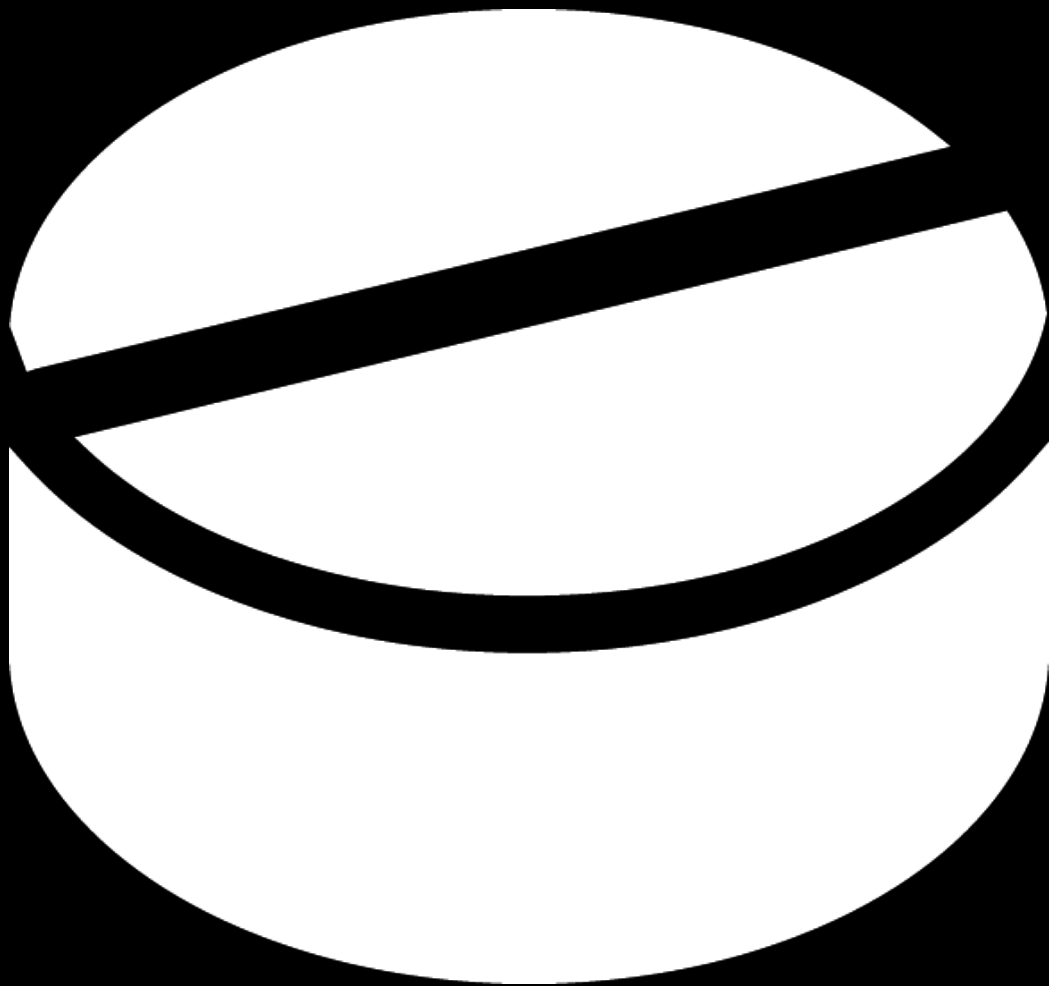
ASPIRINAS

VITAMINAS

VACUNAS

VIAGRA

JOSÉ DUARTE




ASPIRINAS



RESUELVEN UNA NECESIDAD
CLARA, URGENTE Y REAL



LOS CLIENTES **NO DISCUTEN** EL PRECIO



BUENO, NO
DEMASIADO

LOS CLIENTES **NO DISCUTEN** EL PRECIO

Benttime

BASIC NEEDS FOR SURVIVAL

THEN



- FOOD
- WATER
- SHELTER
- CLOTHING

NOW



- INTERNET
- FOOD, SHELTER, WATER (OPTIONAL)

ATACAN DIRECTAMENTE

LAS NECESIDADES BÁSICAS

SALES



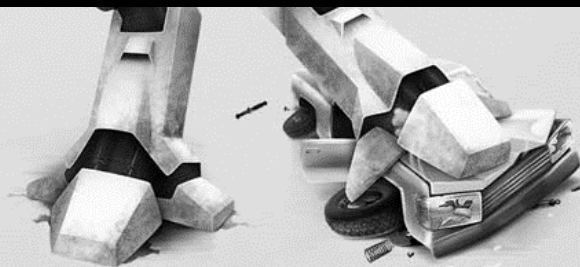
TIENEN CURVAS DE CRECIMIENTO

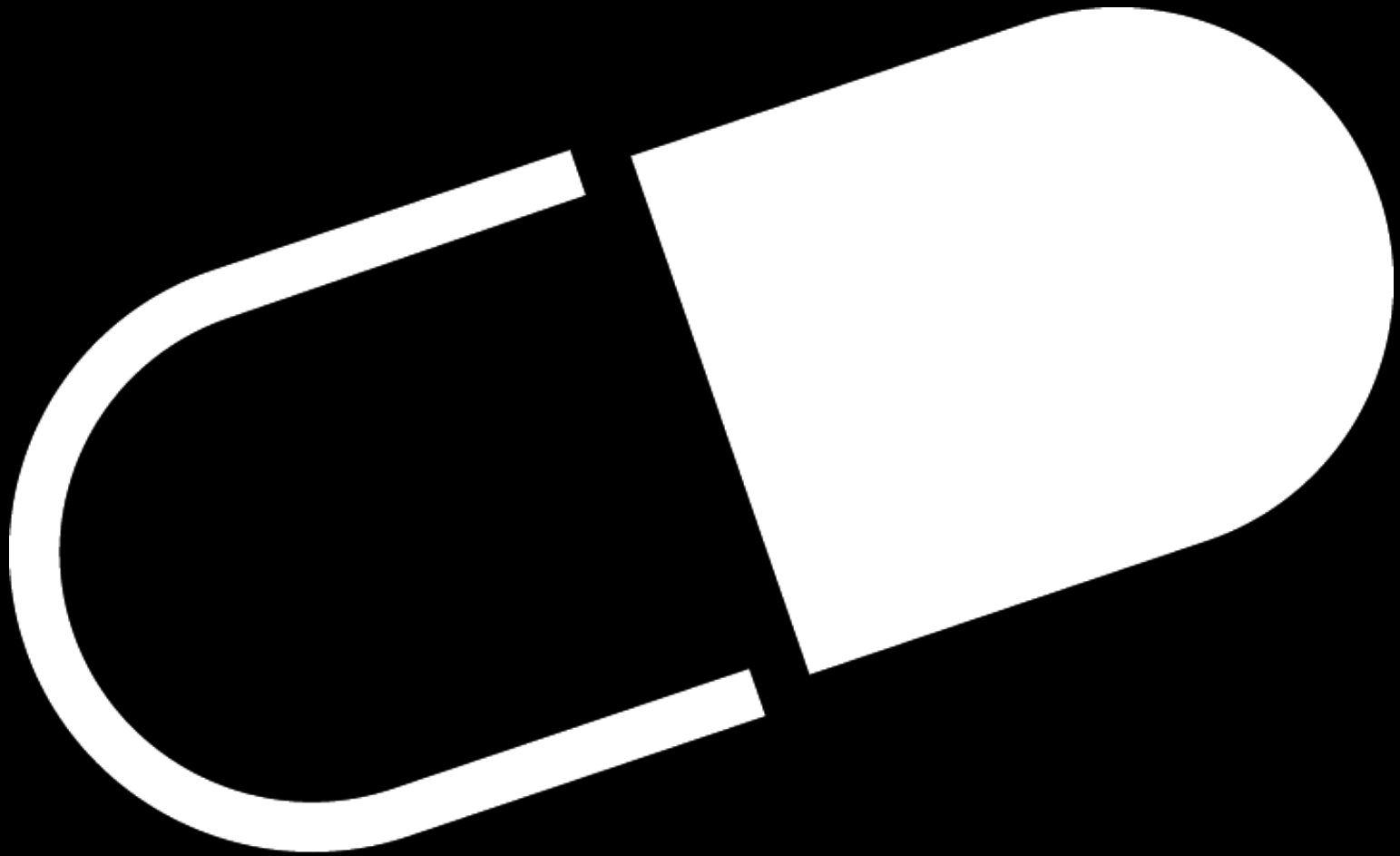
RÁPIDAS





MUST HAVE





VITAMINAS

A low-angle shot looking up at a person's silhouette as they reach their arms towards a cluster of colorful balloons (yellow, red, blue, green, orange, and purple) floating in a bright, hazy sky. Several small butterflies are also seen flying near the balloons. The overall mood is joyful and aspirational.

HACEN TU VIDA MÁS FELIZ Y CÓMODA

A low-angle shot of a person's silhouette reaching their arms up towards a bright, hazy sky. Several colorful balloons (yellow, red, blue, orange, purple) are floating in the air, along with a few small butterflies. The overall mood is joyful and uplifting.

SENTIR MEJOR

HACEN TU VIDA MÁS FELIZ Y CÓMODA



SE PUEDE VIVIR PERFECTAMENTE SIN ELLOS



SE PUEDE VIVIR PERFECTAMENTE SIN ELLOS

PRODUCTOS NO IMPRESCINDIBLES

A black and white photograph of a man with a beard and a shocked expression, his eyes wide and mouth open. Several British banknotes are falling around him, including a £5 note on the left and a £10 note on the right. The background is a plain, light color.

LOS CLIENTES SON CONSCIENTES DEL PRECIO

A black and white close-up portrait of Marilyn Monroe. She is looking slightly to the left with a soft, enigmatic smile. Her blonde hair is styled in her signature 'vamp'—large, rounded curls. She has dark, glossy lipstick and a small mole on her left cheek. A pearl necklace is visible at the bottom of the frame. A black banner with white text is positioned across the lower portion of the image.

ES NECESARIO CONVENCER DE SUS BONDADES

A black and white close-up portrait of Marilyn Monroe. She is looking slightly to the left with a soft, seductive expression. Her blonde hair is styled in her signature 'vamp' waves. She has dark, glossy lipstick and a small mole on her left cheek. A black banner with white text is at the bottom, and a black banner with green text is in the top right corner.

SEDUCIR

ES NECESARIO CONVENCER DE SUS BONDADES



“MEJORES”

QUE LA COMPETENCIA



SON UN

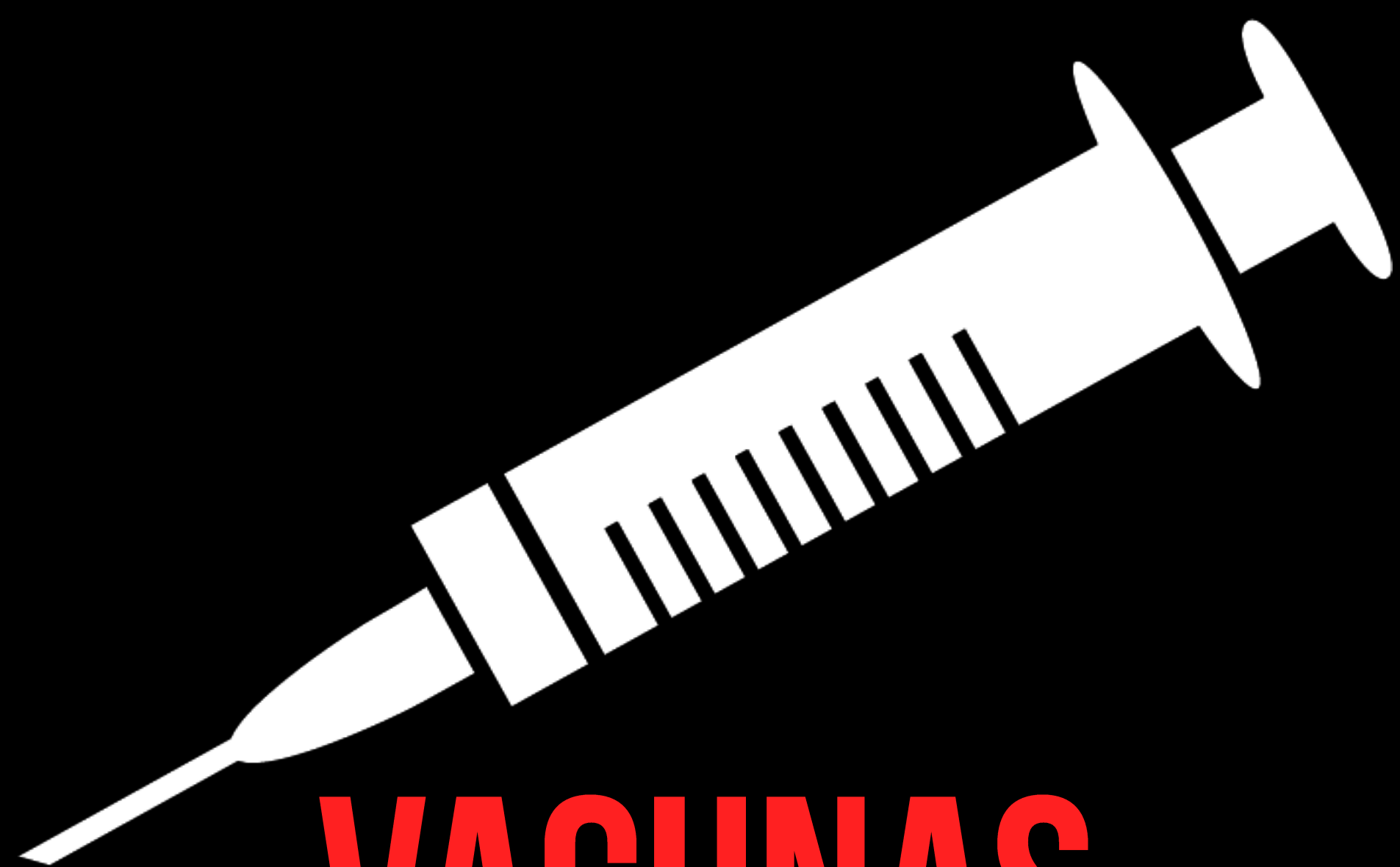
NICE TO HAVE



**NOT
BAD**

SON UN

NICE TO HAVE



VACUNAS

SON UNA **VARIANTE DE LA ASPIRINA**





ALIVIAN UN FUTURO DOLOR

NO SON NECESARIOS AHORA

PUEDE MATERIALIZARSE O NO

CUBREN UNA NECESIDAD FUTURA

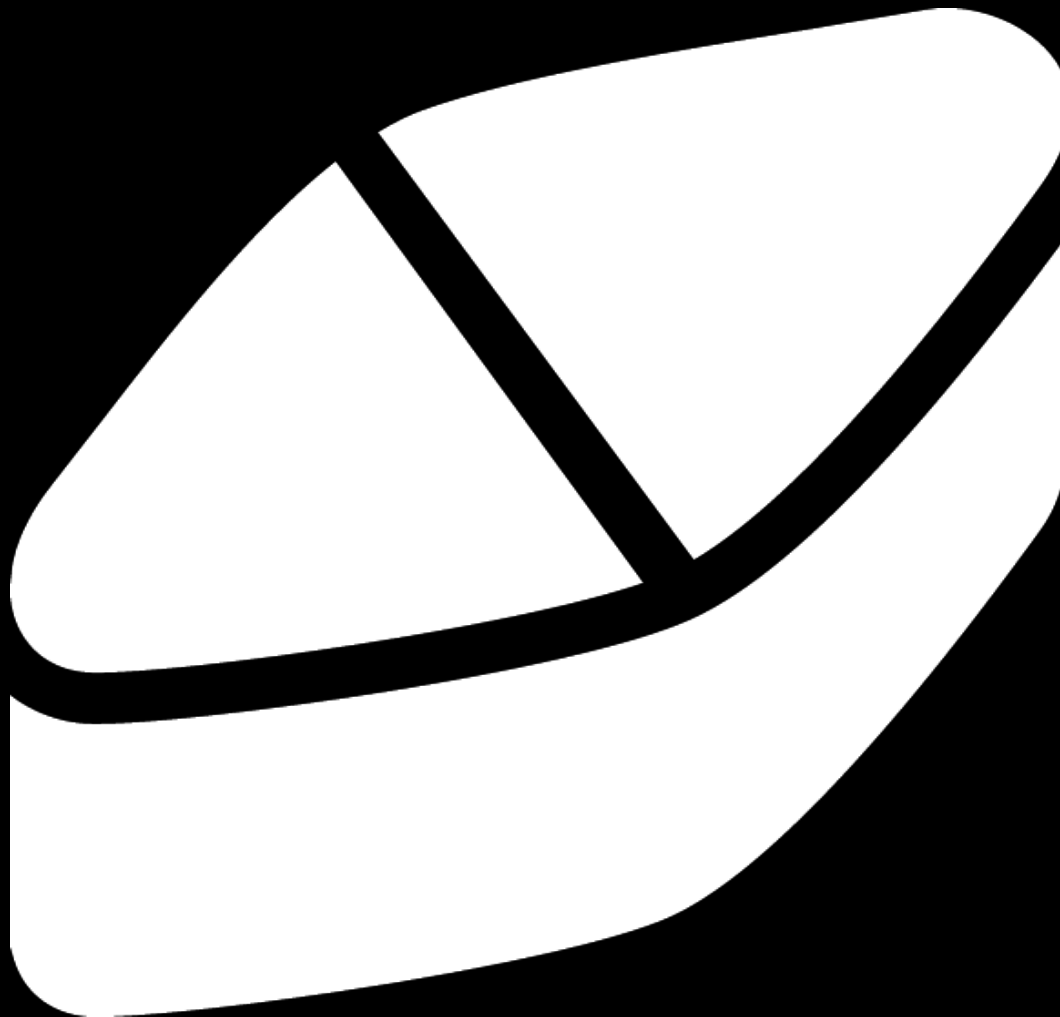


PODRÍA SER UN **DOLOR** IMPORTANTE



A black and white photograph showing a close-up of two men's faces. The man on the left is looking down and slightly to the right. The man on the right is wearing glasses and looking towards the first man. A black diagonal banner with white and red text is overlaid on the right side of the image.

SON DIFÍCILES DE VENDER



VIAGRA



**CONJUGAN LO MEJOR ENTRE
VITAMINAS Y ASPIRINAS**

A black and white photograph of a bunch of bananas. The bananas are curved and have some dark spots on their peels. A small sticker with the 'Dole' logo is visible on one of the bananas. A black banner with white text is overlaid on the right side of the image.

CUBREN UNA NECESIDAD

A grayscale photograph of a bunch of bananas lying on a light-colored, textured surface. The bananas are curved and have some dark spots on their peels. Overlaid on the right side of the image are two black rectangular banners with white and teal text.

CUBREN UNA NECESIDAD

CLARA Y PRIMARIA



PRODUCE SATISFACCIÓN

Y PUEDE ENGANCHAR





IMPACTO



IMPACTO

SON PRODUCTOS QUE ATACAN NECESIDADES
COMPLETAMENTE DISTINTAS

IMPACTO

SON PRODUCTOS QUE ATACAN NECESIDADES

COMPLETAMENTE DISTINTAS

REQUIEREN ESTRATEGIAS

COMPLETAMENTE DISTINTAS



**IDENTIFICAR LOS CLIENTES QUE
SIENTEN EL DOLOR**

**HACERLES VER QUE TU PRODUCTO
QUITA ESE DOLOR**

LA PROMESA ES EL ALIVIO

**CUANTO MÁS RÁPIDO ALIVIE Y
MÁS FUERTE SEA EL DOLOR,
MEJOR**



IDENTIFICAR A LOS CLIENTE
QUIENES **YA CONSUMEN**
VITAMINAS

PERCIBIR LO QUE **REALMENTE**
BUSCAN (STATUS, ELEGANCIA,
ETC.)

IDENTIFICAR CLIENTES QUE **CASI**
SIENTEN QUE LA VITAMINA ES UNA
ASPIRINA



IDENTIFICAR A LOS GRUPOS **MÁS PROCLIVES** A SUFRIR EL DOLOR

IMPACTO **RIESGO A AFRONTAR VS COSTO RELATIVO** DE LA VACUNA



**NO ES DIFÍCIL VENDERLO
(TIPO DE ASPIRINA)**

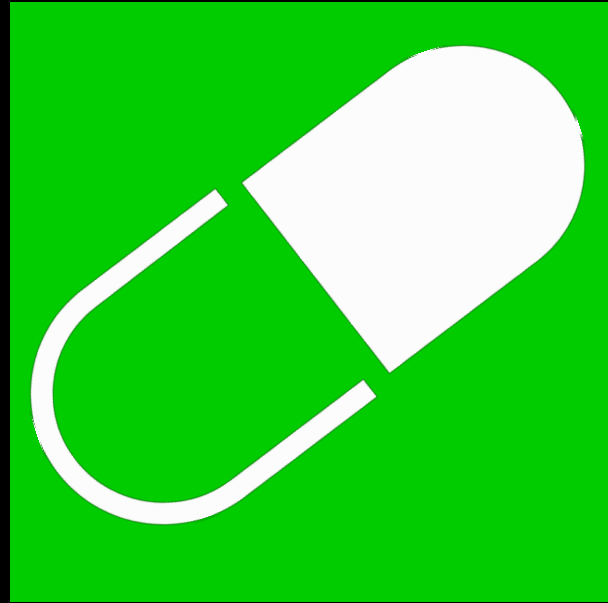
**IDENTIFICAR QUIÉNES SE
BENEFICIARÍAN MÁS CON SU
USO**

**SOLUCIONA TU PROBLEMA Y
DISFRUTA CON ELLO**



A close-up photograph of a person's face, focusing on the nose and mouth. The person's tongue is slightly out, resting on the lower lip. Behind the large white text 'RECAP', a small metal tray containing several pills of various shapes and colors (yellow, white, and gold) is visible. The background is a soft, out-of-focus blue and white gradient.

RECAP



**NECESIDAD CLARA
NO DISCUTE PRECIO
NECESIDAD BÁSICA
CRECIMIENTO RÁPIDO
MUST HAVE**





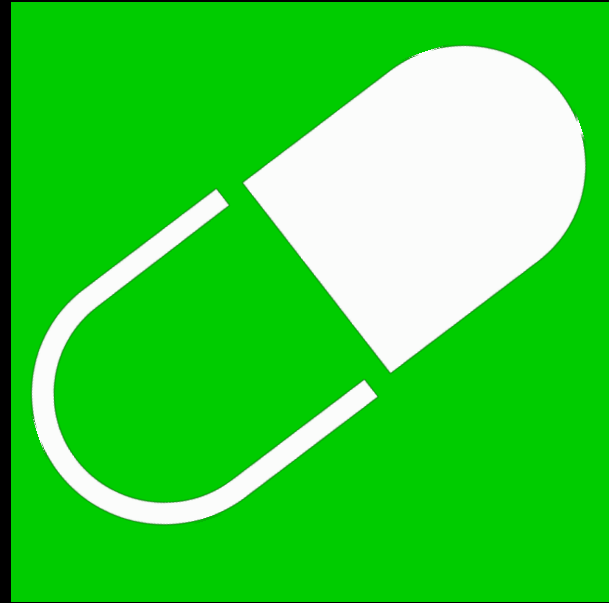
**SENTIR MEJOR
PRESCINDIBLES
SENSIBLES AL PRECIO
NECESARIO SEDUCIR
“MEJORES”
NICE TO HAVE**





**VARIANTE ASPIRINA
NO NECESARIO AHORA
NECESIDAD FUTURA
DOLOR IMPORTANTE
DIFICIL DE VENDER**





**VITAMINA Y ASPIRINA
NECESIDAD PRIMARIA
SATISFACCIÓN
PUEDE ENGANCHAR**

PALANCA DE VENTA





POSICIONARLO CORRECTAMENTE EN EL MERCADO

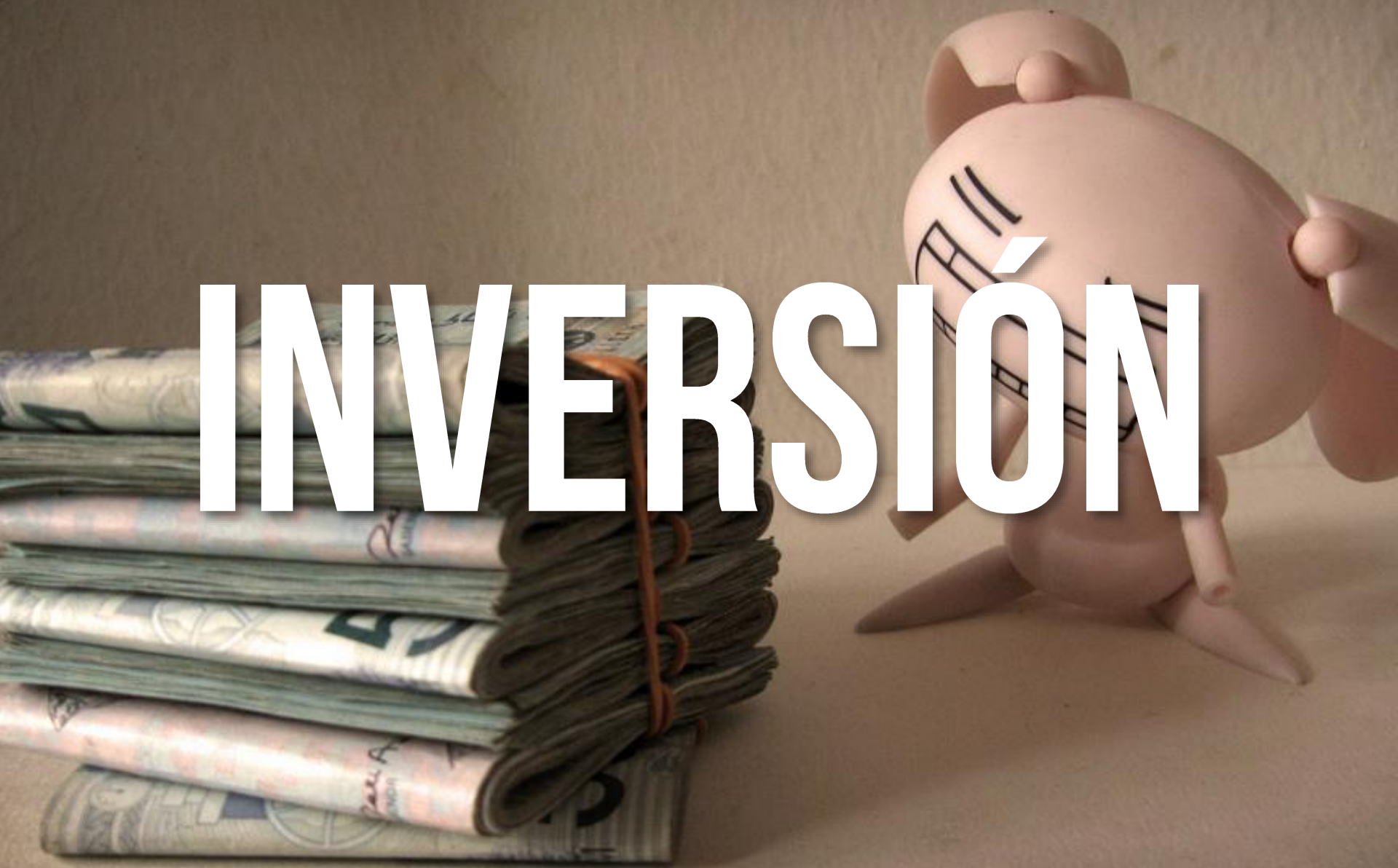


APELAR A LOS ASPECTOS EMOCIONALES
HACERLES VER QUE ENTIENDES SU PASIÓN POR LAS VITAMINAS



POSICIONAMIENTO DE PRODUCTO \neq MARKETING DE PRODUCTO

INVERSIÓN





**ES MUCHO MÁS DIFÍCIL CONVENCER A UN INVERSIONISTA
CON UNA VITAMINA QUE CON UNA ASPIRINA**



¿QUÉ HACER?





EXPLORAR NUEVAS CATEGORÍAS “**ASPIRINA**”

EN EL NICHOS DE CLIENTES DONDE LANZAS LA **VITAMINA**



AUNQUE SEA UNA VITAMINA

**HEMOS IDENTIFICADO UN GRUPO SUFICIENTEMENTE GRANDE
QUE LO VALORAN COMO SI FUERA UNA ASPIRINA**



A close-up photograph of two hands, palms facing each other, holding a small blue pill and a small red pill. The hands are positioned at the top and bottom of the frame, with the fingers slightly curled. The background is a solid black. A horizontal black band runs across the middle of the image, containing the text '¿ ASPIRINA O VITAMINA ?' in a bold, sans-serif font. The word 'ASPIRINA' is yellow, 'O' is white, and 'VITAMINA' is green. The question marks are white.

¿ ASPIRINA O VITAMINA ?



TEST ÁCIDO

A black and white photograph of a woman with curly hair, wearing a dark tank top and a thin necklace. She is holding a small slice of orange in her right hand, near her mouth. The image has a high-contrast, slightly grainy aesthetic. Overlaid on the image is the text 'TEST ÁCIDO' in a large, bold, white sans-serif font. The text is centered horizontally and partially obscures the woman's face.





SI TIENES QUE

CONVENCER


**DE LAS BONDADES DE TU PRODUCTO
PROBABLEMENTE, TU PRODUCTO SEA UNA**

VITAMINA

**Y TÚ, ¿QUÉ
VENDES?**



INSPIRACIÓN



The online home of author, VC and entrepreneur Josh Linkner

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INVITE JOSH TO SPEAK

ASPIRIN OR VITAMINS?

Posted on March 25, 2012 by Josh Linkner

If you have a burning headache, you'll do whatever it takes to subdue it. If it's 3:00 am on a cold, snowy night and you are out of pain killers, you'll bundle up, drive to a 24-hour pharmacy, and desperately pay nearly any cost to alleviate your pain.

Vitamins are a different story. They are a nice-to-have, not a gotta-have-right-now. You certainly won't race out in the middle of the night for them. You'll think twice about the cost, get to them when convenient, and likely forget them altogether on a semi-regular basis.

As a marketer, entrepreneur, or business leader, ask yourself...are you selling aspirin or vitamins?

It turns out that selling vitamins is roughly ten times more difficult since you are marketing an "optional" product. Vitamin purchases lack urgency, are frequently price-sensitive, and offer the customer the viable alternative to doing absolutely nothing.

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TURNING VITAMINS INTO ASPIRIN: CONSUMERS AND THE "FELT NEED"

DAN HEATH AND CHIP HEATH EXPLAIN WHY IT'S NOT ENOUGH TO GIVE PEOPLE SOMETHING THEY NEED

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May 27, 2010 at 1:00 am by [Seattle 2.0 Authors](#) [Leave a Comment](#)

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Editor's Note: This post was originally published on Seattle 2.0, and imported to GeekWire as part of our acquisition of Seattle 2.0 and its archival content. For more background, [see this post](#)

By Gerry Langelier

I'm in the middle of due diligence on a Portland software start-up ([Prolifig](#)) that did a very nice, crisp job when they presented to my partnership in describing their value proposition. With their permission, I thought I'd pass along a framework they used in case it is helpful to any of you.

They laid out the possible reasons customers might buy a product such as theirs as "vitamin, aspirin, or vaccine." Is it something to help you do better (a vitamin), something to


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Random musings and other interesting tidbits.

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Superior Companies = Great Products, Right Attitude & Clear Expectations

by [Jay](#) on Nov. 24, 2006, under [Customer Loyalty](#)

For many years I studied what it takes to become a superior company. When I was a management consultant, this was the #1 question asked of me by companies such as HP, Cisco, eBay, Google and more than 100 others. In a nut shell, it's all about offering a superior product, having the right attitude, and setting clear expectations.

Product is king. There is no doubt that the best companies have the best products. They offer products that deliver real value to the customer. The question to ask yourself is: "Is your product a vitamin, an aspirin or Viagra?" Vitamins often are optional, non-critical solutions for a consumer or business. The problem with vitamins is you have to convince someone of their value and in the end, they still are considered discretionary. On the other hand, aspirin relieves pain, that is, it solves a problem a consumer or business has. There is clear value in an aspirin. However, aspirin's problem is that it's a one-time solution. The goal is to create a product that is like Viagra. Viagra opens up new possibilities. It's something people desire over and over again.

Be humble. Carefully listen to your customers and put their needs first before your own company. That will always pay off to the company in the end. Often all a customer wants is acknowledgment that they've been heard. Repeat back to the customer what you heard them say. It's also important not to give excuses but admit when you are wrong. Even when you are right, be understanding and helpful, customers don't expect perfection. Many companies make this mistake when things happen that are outside of the companies control. Great companies don't leave their customers hanging in these cases and do what they can to be helpful.

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Lo puedes leer en aprox. 5:29 minutos

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¿VENDES VITAMINAS, ASPIRINAS, VACUNAS...O VIAGRA?



Una de las cuestiones más importante para cualquier compañía, no importa su tamaño o antigüedad, es **comprender perfectamente qué tipo de producto venden**. Aunque pueda parecer una pregunta trivial la realidad es que a menudo desconocemos las implicaciones (y complicaciones) de vender uno u otro... lo que puede ser un error fatal.

¿QUÉ ES UN PRODUCTO ASPIRINA? ¿Y UN PRODUCTO VITAMINA?

La única forma de comprender la importancia de clasificar de una forma u otra tus productos es confrontarlos con el marco de referencia más importante: las necesidades del cliente.

- ASPIRINAS**
Se trata de productos que resuelven una necesidad clara, acuciante y real.