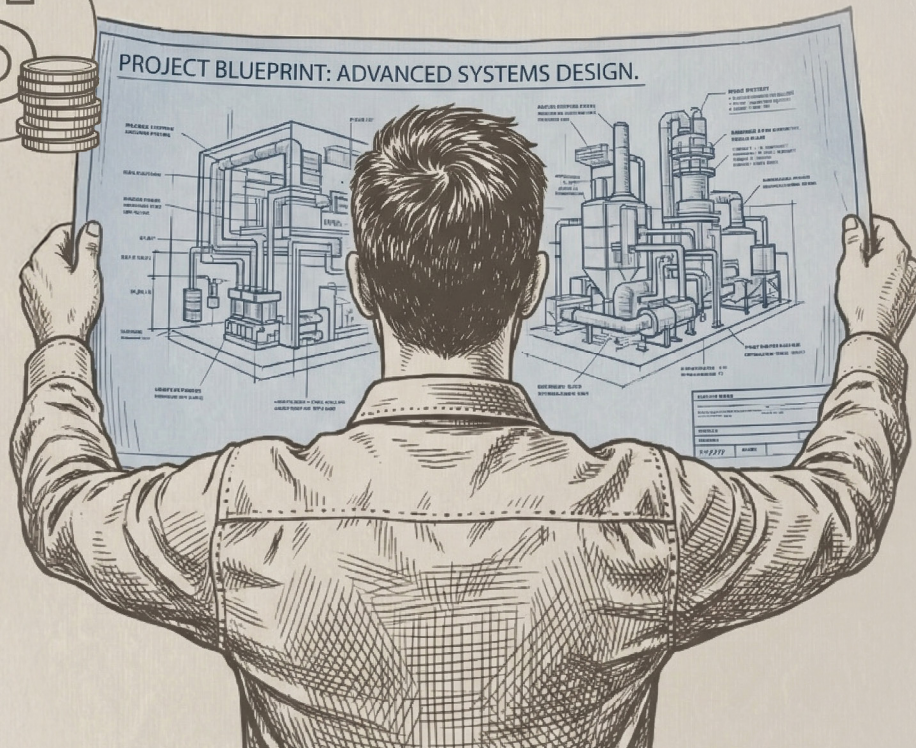


# 5-Step Spec-In Strategy Guide

for Industrial Manufacturers



While every market has its own nuances, manufacturers that consistently get their products specified tend to follow a similar strategic approach.

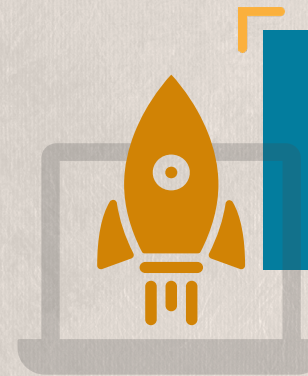
The process isn't about pushing products – it's about helping engineers design better systems.

Here are five foundational steps that can significantly increase your chances of getting specified in a new market.

# 1. Map the Specification Ecosystem

Before launching into a new market, manufacturers must understand who influences engineering specifications. In many industries, design engineers, consulting engineers, OEM development teams and system integrators shape product decisions long before procurement becomes involved.

Identifying these influencers and understanding where they gather technical information helps ensure your marketing and outreach efforts target the people who actually shape system designs.



When engineers see your brand as a technical resource, they are far more likely to consider your product during the design phase.

## 2. Establish Technical Authority

Engineers specify products they trust. That trust is built through technical credibility, not promotional messaging.

Manufacturers entering a new market should focus on publishing technical insights that demonstrate expertise and problem-solving capability. This often includes:

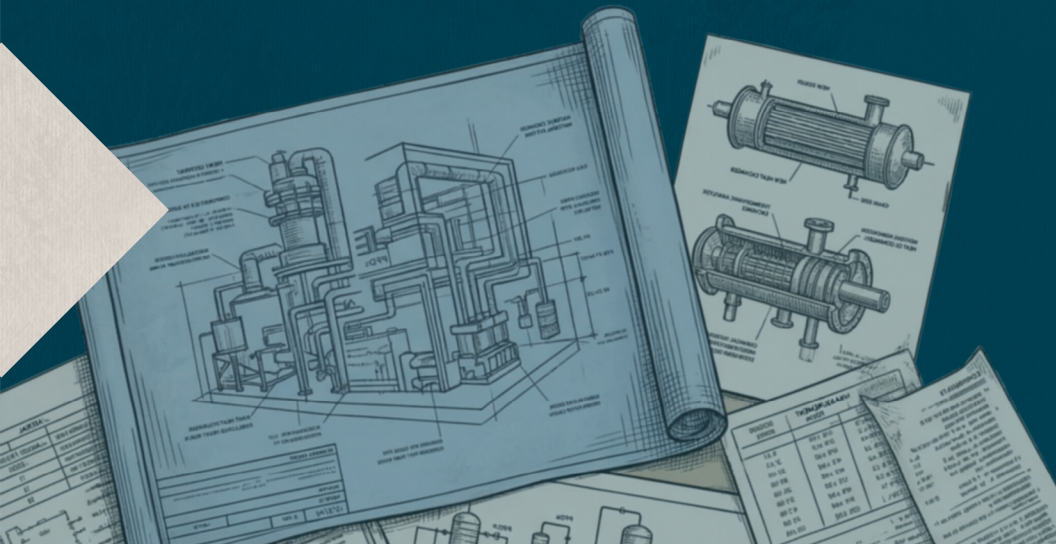
- + Engineering guides
- + Technical articles
- + Performance validation report
- + Application-focused white papers

### 3. Align Messaging to Industry-Specific Challenges

The reasons engineers adopt a product in one industry may be very different in another.

When entering a new market, manufacturers should take the time to understand the operational challenges engineers face and the risks they seek to mitigate. Messaging should clearly explain how the product improves performance, reduces risk or simplifies system design.

When value propositions align with real engineering challenges, it becomes much easier for specifiers to see where your solution fits.



When these tools are easy to access, engineers can quickly move from evaluation to specification.

### 4. Provide Design Resources That Enable Specification

Even when engineers want to use a product, they need the right resources to incorporate it into their designs.

Manufacturers that succeed in spec-in strategies make it easy for engineers to integrate their products by providing detailed technical documentation and design resources, such as:

- + CAD models or BIM objects
- + Detailed product specifications
- + Engineering design guides
- + Certification and compliance documentation

## 5. Engage Engineers Early in the Buying Process

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## Ready to Get Your Products Spec'd into New Markets?

At DeanHouston, we help industrial manufacturers launch new products and enter new markets by developing strategies that influence both specifiers and buyers.

Through programs like Attack-A-Market<sup>®</sup>, we combine industry insight, engineering-focused content and targeted outreach to accelerate adoption.

Scan the QR code to learn more about DeanHouston Attack-A-Market<sup>®</sup> Programs.

