



TheGredeCompany

30-SECOND MARKETING TIP



New Products Build Your Business

Fact: Nearly 40,000 new products are introduced every year.

Fact: A majority fail in the first year, over 80% in the first three.

The odds against success are enormous.

Yet your customers expect a constant stream of new products to satisfy their changing needs and wants. Your competitors are certainly doing their best to meet those expectations.

Every company needs new products in order to grow. They are one of the best ways to build your business.

New products replace tired worn out products in your arsenal. They help you “trade-up” customers to new improved versions of your older products. And they signal that your company is an innovator in your industry.

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