

TURNING **PRODUCT VALIDATION**
INTO **SALES OPPORTUNITIES**





Turning your product or idea validation into a steppingstone for sales requires more than just checking if your concept works. It's about engaging the right people, gathering insights, and building relationships that transition smoothly into sales opportunities.

Here's how to do it effectively, using a business-oriented software solution as an example.



1. START WITH AN IDEA THAT SOLVES A REAL PROBLEM

Before you can validate anything, you need a clear solution idea. What problem does your software solve? For example:

- ❓ IS IT A SCHEDULING APP FOR HEALTHCARE WORKERS?
- ❓ A PROJECT MANAGEMENT TOOL TAILORED TO CONSTRUCTION COMPANIES?
- ❓ A BILLING SYSTEM FOR LAW FIRMS?
- ❓ A SOLID UNDERSTANDING OF THE PROBLEM IS THE FOUNDATION OF A SUCCESSFUL VALIDATION PROCESS.



2. IDENTIFY THE RIGHT PEOPLE TO VALIDATE YOUR IDEA

Validation isn't about asking random people for feedback. You need input from your target audience—those who will actually use or benefit from the product.

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Healthcare Software: Look for hospital administrators, clinic managers, or doctors already using similar tools.

Construction Software: Target project managers, contractors, or foremen.

Legal Software: Seek input from paralegals, attorneys, or office managers.

Use platforms like LinkedIn, Reddit, or niche industry forums to find relevant professionals.



4. START WITH AN IDEA THAT SOLVES A REAL PROBLEM

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For example:

- ❓ WHAT SOFTWARE ARE YOU CURRENTLY USING TO SOLVE THIS ISSUE?
- ❓ HOW WOULD A SOLUTION WITH THIS FEATURE IMPROVE YOUR DAILY WORKFLOW?
- ❓ WHAT ARE THE BIGGEST CHALLENGES YOU FACE WITH YOUR CURRENT SOLUTION?
- ❓ IF SUCH A PRODUCT EXISTED, WOULD YOU CONSIDER SWITCHING? WHY OR WHY NOT?
- ❓ WHAT'S ONE FEATURE YOU WISH YOUR SOFTWARE HAD?

This is your chance to understand pain points and validate whether your idea has potential in the real world.



5. Create a Landing Page for Validation

Design a simple campaign page where people can learn about your idea and provide feedback. This page should:
Clearly describe the problem your software addresses.
Showcase mockups or early-stage designs to spark interest.

Include a quick survey or form for feedback.
Drive traffic to this page through paid ads or organic methods like LinkedIn posts, Quora discussions, Reddit threads, or email campaigns.



6. ASK FOR OPINIONS - NOT JUST FEEDBACK

When reaching out to potential validators, frame your request as seeking their expertise, not selling them something.

For example:

"We're developing a tool for project management in the construction industry. Since you're experienced in this field, we'd love to hear your thoughts on some challenges and how a better solution might look."

People are more willing to engage when they feel valued and appreciated for their knowledge.



7. BUILD LONG-TERM RELATIONSHIPS

Once someone engages with your validation campaign:

Ask if they'd like to stay updated on the product's release and features.

Let them know you'll follow up with more updates as the product develops.

These early interactions lay the groundwork for future sales opportunities.

TURN VALIDATORS INTO TESTERS - AND THEN BUYERS



When your product is live or nearing completion:

Go back to the people who validated your idea. Share that the product is ready and ask them to test it.

Position this as a follow-up:
"Thanks for your input earlier! We've built the solution, and we'd love for you to see how it compares to what you're using now."

If their feedback is positive, this is your chance to move into sales mode:

Ask who the decision-maker is.
Find out when they review contracts or renew current software.

Highlight advantages over their current tool and offer demos or trials.

Not every validator will become a customer, but every interaction can provide value:

Learn about competitors they use and why.

Identify key decision-makers in their organisation.

Build a reputation as someone genuinely interested in solving their problems.



WRAP UP

The journey from validation to sales isn't linear, but it's incredibly rewarding. This process not only ensures you're building the right product but also helps you connect with potential customers from day one.

Every conversation, email, or form filled is a step toward refining your offering and building trust. Tailor your approach, show genuine interest in their needs, and remember: today's validator might just be tomorrow's biggest customer.



We really try to help you - honestly.

But of course, we won't teach you all the tricks. Every piece of information in our documents can be a turning point in your thinking and understanding of business development - with practical tips, not just theory.

This document is just a starting point. Everything we do for clients is tailored, refined, and executed to a much higher standard. If you'd like to see what that looks like for your business, get in touch.