



## Mastering Technical Sales

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## SCAMPER: A Method To Make Changes

SCAMPER is a checklist to help you make changes to an existing product or process in order to create a new and improved product or process. In the world of Pre-sales Engineering it can be very effective when dealing with a complex approval or infrastructure process.

<b>S</b>	<b>Substitute</b>	Components, materials or people.
<b>C</b>	<b>Combine</b>	Mix, combine with other resources, integrate
<b>A</b>	<b>Adapt</b>	Alter, Change the function, use part of another product or process.
<b>M</b>	<b>Modify</b>	Increase or Reduce in scale, change shape or output, modify attributes.
<b>P</b>	<b>Put to another use</b>	Reuse and recycle somewhere else
<b>E</b>	<b>Eliminate</b>	Remove elements, simplify, reduce to core functionality
<b>R</b>	<b>Reverse</b>	Turn inside out, or top to bottom.

The methodology is to look at each step in your process and see if any of the verbs above can be applied. For example:

S	Substitute	Is this something that could be performed by inside sales?
C	Combine	Can we combine this demo with another one and just maintain one copy?
A	Adapt	Could we use some of our QA scripts as examples for an education class?
M	Modify	(Think Magnify or Mini-fy). Could we roll out this process worldwide and gain economy of scale?
P	Put to Alternate Use	Can we include documentation on all our giveaway USB keys?
E	Eliminate	If we get rid of this step, who will complain? If we eliminate this report, who will be impacted. Do they actually use it?
R	Reverse	Can we take all the modifications that field SE's make to the product for a demo and feed that back into Engineering?