Emotional Issues

Marketing Modeling and Simulation
1999 SCSC Conference Sessions 4 & 5
Chicago, Illinois
Tuesday, July 13, 1999
Reuben Jones, Panelist
Recently, the big simulation system sales were made because of a major change in customer thinking.

This change manifested itself as one or more of these emotional forces:

- Vision
- Political Imperative
- Technical Imperative
- Directive

The substitution of Modeling and Simulation will be sold by building on these forces.
Vision

Customer
• Bigger by 4-10
• Goals big enough to pull the project through the down times

Expand on your customer’s vision

“Make no small plans, they lack the magic to stir men’s souls”
An international, national, or simply public issue that changes what is politically acceptable

- Few casualties, no fratricide
- Safety
- Joint training
- National threat
A Change in Thinking that makes the project possible

• Distributed Mission Training (DMT)

• National Missile Defense (NMD)

But the substitution required may still be resisted
Directive

Nuclear power plant operator training

The DoD High Level Architecture (HLA)
End