

Checklist - The Elements of an Introduction

Below is a list with many of the possible elements of a new product introduction.

PRODUCT MARKETING

Packaging

- * write packaging objectives
- * write package copy and specify graphics
- * write objectives for diskette label(s)
- * write objectives for package stickers and inserts
- * work with outside graphics designer to obtain final art

Advertising

- * write creative work plan for consumer advertising to guide advertising agency in creative development, media selection and placement
- * write creative work plan for trade advertising to guide advertising agency in creative development, media selection and placement
- * manage advertising agency development of ads and media schedules
- * obtain reprints of ads and distribute to sales
- * summarize media schedule and distribute to Sales
- * work with Sales to coordinate distributor advertising
- * work with Sales to coordinate tag ads

Merchandising

- * write brochure objectives
- * write fact sheet objectives
- * write objectives for POP's needed (counter card, posters, free running demos, etc.)
- * write objectives for other merchandising material needed (ad slicks, line art, sample ads, package shots, key copy points, etc.)
- * work with outside graphics designer to obtain final art
- * provide empty packages for store displays

Promotion

- * develop introductory promotions for consumers, dealers, distributors, reps, and SPC customer base
- * review promotions with Sales department
- * write telemarketing talk sheet
- * develop materials for use at trade shows
- * provide something special for store buyers and key people

Announcement

- * write copy points for press release
- * write copy points for SPC News
- * work with hardware vendors (systems, peripherals) to co-announce; appear in their approved software lists, ads, literature, etc; co-promote; etc.
- * write copy for lead follow-up letter
- * notify Customer Service, Product Support, and Sales about

when they can begin talking about the product

Roadshow

- * assist Sales with roadshow
- * write draft copy for letter to reps
- * write draft copy for letter from reps to dealers

Other

- * coordinate development and printing of merchandising material, promotions, and packaging with International
- * work with Sales to coordinate product exchange/update
- * provide Sales with competitive analyses
- * provide evaluation copies for corporations
- * provide store copies for dealers, reps
- * coordinate sneak previews for special dealers with Sales
- * develop component list for manufacturing, including cost of direct material and labor
- * provide Sales with draft of updated price sheet
- * provide Marketing Communications with names from product seeding
- * provide Marketing Communications with results from focus groups, marketing research, etc.
- * assist Software Development in training Product Support and Sales Support

SALES

- * organize road show
- * write final copy of letter to reps
- * write final copy of letter from reps to dealers
- * coordinate sneak previews for special dealers with Product Marketing
- * update price sheet
- * coordinate with Product Marketing on product exchange/update
- * work with Product Marketing to place distributor advertising

MARKETING COMMUNICATIONS

- * coordinate press tour
- * arrange for sneaks by long lead time publications and industry influentials
- * send out review copies to press and encourage press coverage
- * write press release from copy points provided by Product Marketing
- * write SFC News article from copy points provided by Product Marketing

SALES SUPPORT

- * develop training course for RSM's, reps, dealers
- * update training material
- * develop demo script
- * develop seminars

PRODUCT SUPPORT

- * write Answers book section
- * provide accurate feature set, pricing and timing information to dealers and customers who contact SPC
- * track version numbers and associated changes
- * update CompuServe Forum
- * maintain accurate records of reported bugs
- * assist Product Marketing in supporting test sites

SOFTWARE DEVELOPMENT

- * develop trial size
- * assist Product Marketing in training Product Support and Sales Support
- * provide team and Product Support with list of known bugs