

# The Product and Services Roll-Out Strategy Diagnostic

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## *Your Pre-Flight Check List*

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The following Product and Services Roll-Out Checklist is a scientific diagnostic evaluation. It is designed to provide you with real information about your current Product and Services Roll-Out Strategy and whether it is effective.

If you would like a consultative evaluation and recommendation, call 770-662-5700.

Please include your name \_\_\_\_\_ phone number \_\_\_\_\_.

**Select (circle if hardcopy) the most appropriate answer to the statements on the pages that follow.**

**1= Strongly Disagree | 2= Do Agree | 3= Somewhat Agree | 4= Agree | 5= Strongly Agree**

## Market Segmentation

1. The market for the solution (substitute services or product where appropriate) is well defined.

1	2	3	4	5
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2. We have identified the revenue size and profit potential.

1	2	3	4	5
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3. We are a recognized player in these defined markets with these type solutions.

1	2	3	4	5
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4. Our solutions are tailored (use the jargon, processes, experience, credentials) to these markets.

1	2	3	4	5
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5. We know the criteria that the clients in these market segments use to make their buying decisions.

1	2	3	4	5
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6. We have identified the three or four big issues this solution solves for the prospects within each market segment (business or industry).

1	2	3	4	5
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7. Our sales force knows how to address these issues currently.

1	2	3	4	5
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8. We identified the competitors who sell the same or similar solutions in each market.

1	2	3	4	5
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9. We identified the competitors' strengths and weaknesses.

1	2	3	4	5
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10. We have clearly distinguishable advantages and benefits and these are quantifiable.

1	2	3	4	5
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11. We have a loyal base of current clients to market this solution to in order to gain references.

1	2	3	4	5
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12. We have a list of highly likely target accounts defined and decision-makers.

1	2	3	4	5
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13. We have defined the key market trade shows, industry publications, journalists, industry analysts and industry influencers and have relationships with them.

1	2	3	4	5
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14. We have a training program for the sales force and sales support organizations.

1	2	3	4	5
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15. Sales management and leadership is behind this solution 100 percent.

1	2	3	4	5
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16. Our differentiators are spelled out clearly and consistently in every piece of solution literature, on our website and other pieces of collateral.

1	2	3	4	5
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17. We have proposal and PowerPoint templates, brochures and whitepapers available.

1	2	3	4	5
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18. We have had sales and sales support involved as testing and focus groups.

1	2	3	4	5
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19. We have tested this solution with clients and prospective clients and received positive feedback.

1	2	3	4	5
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20. We have identified our first 5 targeted accounts.

1	2	3	4	5
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# Solution Roll-Out Strategy Matrix

Solution Definition	Financial Industry	Technology Industry	Government Industry
What measurable business results are produced?			
What are the first 5 targeted prospects?			
What is the advantage of our solution that has real value?			
Who are the buyers for this industry in the account?			
What is our Unique Selling Proposition?			
How is the competition positioned in this market?			
What short comings do our competitors have in each?			
Do we have a test strategy in each market?			
What is the revenue potential for each market?			
What is the profit potential for each market?			
Which market has the highest probability of success?			
What types of marketing is occurring in the first 90 days?			
How will we measure success along the way?			