

Planning Checklist

CRITICAL ACTIVITY	ACTION	OUTSOURCE Yes/No	RESPONSIBILITY	INITIAL PLANNING DATE	DELIVERY DATE
Market Analysis	<i>Application Scenario Development</i>				
	<i>Market Analysis</i>				
	<i>Target Market</i>				
	<i>Evaluate the Competition</i>				
	<i>Prioritize Targets</i>				
Product Marketing	<i>Determine Feature Set</i>				
	<i>Position Product</i>				
	<i>Competitive Knock offs</i>				
	<i>Product Documentation</i>				
	<i>Product Pricing</i>				
Marketing Communications	<i>Collateral Materials</i>				
	<i>Web Marketing</i>				
	<i>Direct Marketing</i>				
Sales Support	<i>Sales Training</i>				
	<i>Sales Guides</i>				
	<i>Lead Generation</i>				
	<i>Corporate Contests</i>				
Showcase the Product	<i>Showcase Plan</i>				
	<i>Press Release</i>				
	<i>Press Tour</i>				
	<i>Showcase Events</i>				
	<i>Seminars</i>				
Ongoing Sales Support	<i>Sales Assistance</i>				
	<i>Customer Interaction</i>				
	<i>Managing Change</i>				
	<i>Trade Shows</i>				
	<i>Seminars</i>				
Planning and Budgeting	<i>Planning Sessions</i>				
	<i>Marketing Plan</i>				
	<i>MarCom Budgeting</i>				
	<i>Product Marketing Budget</i>				