

Team Name:

Strategy:

Market Segment:

Your Names:

Give **reasons** for your answers, go **beyond** the suggestions, discuss **pros & cons** and **implications**, give examples from **your own experience**.

Sales objective: what are you hoping to get out of your customers?

(revenue, case studies, ...)

What do you want your marketing to achieve? How could you measure it?

(free trials, newsletter signups, ...)

Pricing:

Public on website / Need to request quote

Fixed price list / Negotiated per customer

By users / By usage / By # of scripts / ...

Pain point addressed by the product?

(meeting compatibility warranty, release cycle duration, ...)

What will you do to achieve your marketing goals?

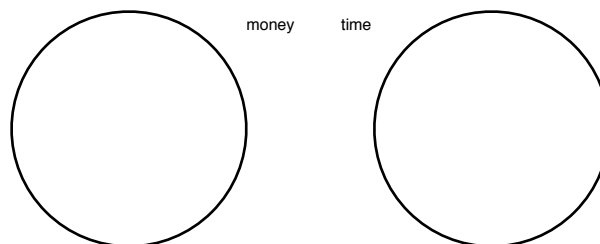
(social media & online communities, conferences & trade shows, ...)

What will you change about the product?

What is the sales process?

(self-service web form, demos/seminars at customers' premises, ...)

How will you allocate money and time over the next 3 months? (pie charts)



Top 3 things you **must** do in the next 3 months?

If your users are superheroes, what is written on their T-shirts?