



## DISCOVER The Opportunities in Your Business



- *Does the offering have clear and compelling value propositions?*
- *Does the offering provide the customer a highly innovative solution?*
- *Has the target market size been accurately qualified?*
- *Has a complete and accurate competitive assessment been developed?*
- *What are the alternative solutions to address the customer's problems?*

### **Offering Assessment Valuation (OAV) Tool- *A Process for Identifying the Knowledge Required for an Offering Prior to Development***

**OAV.** A structured repeatable process (includes software and a database) that provides the R&D and product marketing teams with the knowledge to determine whether the required data, information and knowledge for an offering prior to development has been gathered and analyzed. The process incorporates the following activities:

- Workshop including representatives from: Marketing, R&D and Product Management. The participants evaluate & score the offering plan or strategy (1day workshop)
- Results benchmarked to "Best in Class" within database(over 15 assessments)
- Performance metrics generated(baseline performance index) for:
  - Strategy
  - Product management
  - Management knowledge, experience and performance
  - Market management
  - Value of the offering to the customer

## **Summary of the 15 most often missed processes that create the most risk in an offering**

<b>1</b>	<i>Not Identifying all of the important Value Propositions and extracting the message of “what are the risks in the mind of the buyer”</i>
<b>2</b>	<i>Personal Bias Effect – No process for Total Objective and Customer Connectivity with a process</i>
<b>3</b>	<i>No tools and processes to Identify the Unmet Needs of the Buyers</i>
<b>4</b>	<i>No tools and Processes to Locate the Unidentified Needs of the customer</i>
<b>5</b>	<i>Assuming that New Buyers are the same as Customers as it relates to offering Validation</i>
<b>6</b>	<i>Not using Asset Based Tools to identify “What is required to know and understand how an offering will be received in the market”</i>
<b>7</b>	<i>Not producing a “Perfect Offering - In the Mind of the Customer” for the first and all sales</i>
<b>8</b>	<i>Not understanding that having the most Value Propositions is Important but only if it is at the Lowest Risk in the mind of the customer</i>
<b>9</b>	<i>No buyer validation and scoring of the value propositions and the buying criteria.</i>
<b>10</b>	<i>Manual process for offering and product management without asset based tools</i>
<b>11</b>	<i>No defined metrics to follow the progress to TTM – Time to Market TTP - Time to Profitability – TTCS Time to Total Customer Satisfaction .</i>
<b>12</b>	<i>Sales training and Sales engagement in the Offering Process is not treated as a serious risk to the success of the offering</i>
<b>13</b>	<i>Brand of the Enterprise is not measured and is assumed to be the same for all initiatives</i>
<b>14</b>	<i>The Availability and Precision of the Information and Knowledge available to the Offering , Product Management and Marketing Team</i>
<b>15</b>	<i>Underestimating the Competition and their reaction to Announcements and Success</i>

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