

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, new clients, ...

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

Partners, website visits, ...

Pricing:

Public / Private

Fixed price list / Negotiated per customer

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

What would you change about the product?

Pain point addressed by the product?

Efficiency, usability, security, design, cost, health, ...

What will you do to achieve your marketing goals?

Social media, e-mail newsletters, conferences, ...

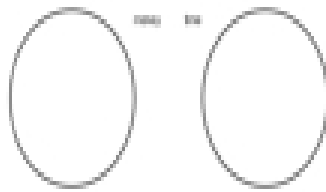
Top 3 things you **must** do in the next 3 months?

What is the sales process?

Self-serve website, introduction of customer service, ...

How will you allocate money and time over the next 3 months?

per month



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