

## Marketing Introduction Options Report

### **Purpose**

Purpose of this report is to give an action plan inventors can follow to introduce their product. Primarily for inventors with little marketing experience, looking for who to contact, how to pursue the opportunity, and steps to take.

### **What to Expect**

20 to 30 page report that covers the best market distribution options for your product. Report will include how to evaluate what channels are easiest to sell through, how to penetrate those markets, the market channel's price structure and samples of materials to send out or present to potential customers.

### **Project Description**

Prepare an analysis of the introduction options open to your product, including contacts, trade shows, possible manufactures representatives and distributors and key steps to enter the market. Specifically the analysis will include:

- Identification of three potential sales channels;
- Listing of how each sales channel works;
- Analyze benefits and drawbacks of each channel;
- List key contacts and key initial and follow-up steps to get the product started in the market;
- Letters and collateral material to sent out to key contacts
- Recommendations for which channel to pursue first.

**Time to Completion:** 90 days from date of down payment

**Price:** \$850.00

**Terms:** Due with Contract

Acceptance of the proposal for an Analysis Of Introduction Options:

Clients Name: \_\_\_\_\_

Address: \_\_\_\_\_

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Phone Number(s) \_\_\_\_\_

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For Client:

\_\_\_\_\_ Date \_\_\_\_\_

For DonDebelak.com

\_\_\_\_\_ Date \_\_\_\_\_

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