

Determining Demand Type

Product/Service: _____

Target Market: _____

The product/service...	<input type="checkbox"/> Addresses a problem that most buyers in the target market are not aware of	<input type="checkbox"/> Helps solve a known problem in the target market more effectively	<input type="checkbox"/> Is bought by virtually all buyers in a target market, the question tends to be how much and from whom
Prospects in the target typically view the product/service as...	<input type="checkbox"/> A nice to have	<input type="checkbox"/> A nice to have in some cases, a need to have in others	<input type="checkbox"/> A need to have
The first chasm we need to get a buyer in the target to cross is...	<input type="checkbox"/> Believing the problem raised is important enough to solve in the short term	<input type="checkbox"/> Agreeing that their current solution isn't optimal, and potentially is hindering their business	<input type="checkbox"/> Thinking about replacing the incumbent or giving business in the category
Messaging tends to focus on...	<input type="checkbox"/> Educating the prospect about a problem and its importance	<input type="checkbox"/> Educating the prospect that a new solution to an existing problem is available, and is more effective than the current solution	<input type="checkbox"/> Educating the prospect that our features are superior, and perhaps our price and services are key advantages
When it comes to budget...	<input type="checkbox"/> Prospects in the target typically haven't budgeted for this product/service	<input type="checkbox"/> Prospects in the target may or may not have budgeted for this product/service	<input type="checkbox"/> Prospects in the target budget for this product/service in the normal course of doing business
Our biggest competitor in this target marketplace is...	<input type="checkbox"/> The status quo; prospects that choose to do nothing	<input type="checkbox"/> Vendors offering alternative solutions that address the problem in a different way	<input type="checkbox"/> Vendors offering a relatively similar product/service which we must work hard to differentiate ourselves from
The most likely profile of a lead that marketing can deliver to sales is...	<input type="checkbox"/> A prospect in a core target marketing with the ability to sponsor change	<input type="checkbox"/> A prospect in a core target market who is unsatisfied with his/her current solution, or is willing to learn more about an alternative	<input type="checkbox"/> A prospect in a target market with budget, authority, need and a timeframe for purchase and is interested in our offering
Number of checks:			

The majority of checks in one column should indicate your demand type

Column 1: New Concept

Column 2: New Paradigm

Column 3: Established Market

