

NEW PRODUCT CHECKLIST



10 THINGS TO DO BEFORE INTRODUCING A NEW PRODUCT LINE



DO YOU HAVE ALL THE MARKETING MATERIAL YOU NEED FROM THE SUPPLIER?



HAS THE SUPPLIER SENT ALL THE DIGITAL MATERIAL FOR YOUR WEBSITE, IMAGES, LOGOS, BANNERS, ETC



START AN EMAIL CAMPAIGN TO BUILD HYPE AROUND YOUR NEW PRODUCTS



PLAN UP-SELL / CROSS-SELL OFFERS



PLAN YOUR PRODUCT LAUNCH OFFERS & PROMOTIONS



TRAIN STAFF ON PRODUCT FEATURES & BENEFITS



PLANNED THE PRICING STRATEGY, PROFIT MARGINS ETC



SET UP A SYSTEM TO COLLECT FEEDBACK FROM CUSTOMERS



SET UP A SYSTEM TO MEASURE THE PERFORMANCE OF THE NEW RANGE, KPI'S ETC



CHECK TO SEE IF YOUR COMPETITION ARE ALREADY SELLING THE PRODUCTS & WORK OUT HOW TO COMPETE

