

iQuality Launch Plan & Assignments

Launch Components

	Planned Components	Notes
Press Plan	Release	3/6 - Timed for first day of show
	Fact sheet	3/6 - Timed for first day of show
Lead Generation Plan	Advertising	HT March, April, May (minimum)
	Direct mail	TBD pending research Mass mailing of product intro letter?
Collateral	Tradeshows	3/6 - Food Safety 7/8 - Assoc for Food Protection
	Other	
	Sales product intro letter	Quality/Legal/IT/Ops - four messages to existing contacts - Mass mailing TBD depending upon list availability/cost
	Datasheet	Rework - detailed functionality, sample reports, additional screens
Web	Product web site	Do we have rights to IQScientific site so we could reskin rather than construct?
Presentation Demo	Product presentation	
	Online	
	In person	
Pricing Proposal Template	Demo resources	Sam Hua
	Software/Hardware/Services	Lou - Mon 2/12
Salesforce Training	New content for standard proposal	
	HACCP backgrounder	