

These are not model answers - they are just supposed to illustrate the kinds of things to think about!

Team Name: Burger Flippers Strategy: Segment by industry Market Segment: Fast food Your Names: Simon, Amir, Martin

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, case studies, ...)

- Major chain as reference case (eg. Dominos)
- Portray cross-browser testing as a must-have for fast food companies
- Revenue
- Understanding of sales process & key relationships
- Feedback from paying customers

Pain point addressed by the product?
(meeting compatibility warranty, release cycle duration, ...)

- Want to avoid unnecessary telephone contact (online orders cheap)
- Want brand perception to be good, no matter which browser the customer uses
- Insurance against browser changes/new browsers

What is the sales process?
(self-service web form, demos/seminars at customers' premises, ...)

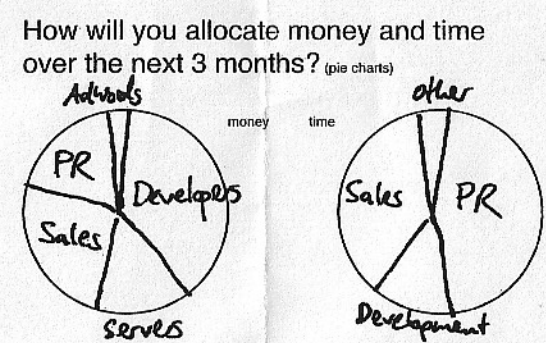
Top-down:	Bottom-up:
- spread FUD	show to (outsourced?)
- identify key people in fast food chains	developers that auto. testing is feasible
- build relationships	give demos/training
- estimate financial impact of eg. 10% phone orders moved to web	

What do you want your marketing to achieve? How could you measure it?
(free trials, newsletter signups, ...)

1. spread FUD in food execs' minds	Pros impossible (follow Twitter?)
2. build credibility that we can find cross-browser issues	survey?
3. free trial sign-ups	# trials

What will you do to achieve your marketing goals?
(social media & online communities, conferences & trade shows, ...)

- Get into trade mags + websites
- Reference cases in video + whitepapers
- Adwords, carefully targeted.



Pricing: ~ \$20,000 per order

Public/Private

Fixed price list / Negotiated per customer

By users / By usage / By # of scripts / By company size

What would you change about the product?

- Test inside the firewall
- Brandable for individual customers

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

- make key contacts with reference customer
- editorial magazine article
- make changes to product (as above)

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

Bad orders from every browser man