

Section 20 Questions

Does the product's package contain all the information necessary to educate the end-user on the concept, benefits and skills required to use the product? (For example: 4 separate panels on the back of the package which depict use and maintenance).

| | | | |
|---|---|----|---|
| No | 1 | 2 | |
| Package is augmented by instruction sheet and placards on product | 3 | 4 | 5 |
| Package is augmented by instruction sheet inside | 6 | 7 | 8 |
| Yes | 9 | 10 | |

Can people understand how to assemble and operate the product without instruction or training?

| | | | |
|---|---|----|---|
| No, extensive training is required | 1 | 2 | |
| No, a moderate amount of training is required | 3 | 4 | 5 |
| No, a minimal amount of training is required | 6 | 7 | 8 |
| Yes, anyone can operate it with no training | 9 | 10 | |

Can the educational requirements be met with embossed lettering on molded or stamped parts

| | | | |
|---------------|---|----|---|
| No | 1 | 2 | |
| Partially | 3 | 4 | 5 |
| Substantially | 6 | 7 | 8 |
| Yes, totally | 9 | 10 | |

If the product will be difficult to explain or use, are you prepared to conduct an "educational" advertising campaign along with your standard marketing strategy?

| | | | |
|---|---|----|---|
| No, I am not planning on using extra educational materials | 1 | 2 | |
| No, I have not prepared extra educational materials yet, but I am working on it | 3 | 4 | 5 |
| My educational materials are almost ready | 6 | 7 | 8 |
| Yes, I have prepared extra educational materials | 9 | 10 | |

If training or instruction is required, what type will be necessary?

| | | | | |
|---|---|----|---|--|
| Hands-on training by qualified instructor | 1 | 2 | | |
| Hands-on training with video or cassette tape | 3 | 4 | 5 | |
| Instruction sheet and verbal instructions | 6 | 7 | 8 | |
| Simple written instruction sheet | 9 | 10 | | |

If the product is sold without proper instructions or training, can buyers easily injure themselves or others with the product?

| | | | | |
|----------|---|----|---|---|
| Yes |  | | | |
| Probably | 2 | 3 | 4 | 5 |
| Possibly | 6 | 7 | 8 | |
| No | 9 | 10 | | |

If the answer to the above question is yes, is there any way you can make sure that distributors and sales outlets do not sell the product without proper documentation or training?

| | | | | |
|----------|---|----|---|--|
| No |  | 1 | 2 | |
| Possibly | 3 | 4 | 5 | |
| Probably | 6 | 7 | 8 | |
| Yes | 9 | 10 | | |

Can you satisfy the educational requirements through the use of an "800" toll free telephone number answered by your in-house staff?

| | | | | |
|---------------|---|----|---|--|
| No | 1 | 2 | | |
| Partially | 3 | 4 | 5 | |
| Substantially | 6 | 7 | 8 | |
| Yes, totally | 9 | 10 | | |

If the educational requirements can be handled over the phone, do you think the end-users would be willing to pay for the information through the use of a “900” toll number?

| | | | |
|----------|---|----|---|
| No | 1 | 2 | |
| Possibly | 3 | 4 | 5 |
| Probably | 6 | 7 | 8 |
| Yes | 9 | 10 | |

If hands on training by a qualified instructor is necessary, how will it be provided?

| | | | |
|---------------------------------|---|----|---|
| In user home or facility | 1 | 2 | |
| At your company headquarters | 3 | 4 | 5 |
| At regional training centers | 6 | 7 | 8 |
| At local stores or distributors | 9 | 10 | |

If hands on training by a qualified instructor is necessary, how long will it take?

| | | | |
|---------------------------------------|---|----|---|
| Over one full day | 1 | 2 | |
| More than one hour, less than one day | 3 | 4 | 5 |
| Less than one hour | 6 | 7 | 8 |
| Less than ½ hour | 9 | 10 | |

If hands on training by a qualified instructor is necessary, can a training program be developed which can be sold to the customer as a package with the product?

| | | | |
|---|---|----|---|
| No, they wouldn't pay for it | 1 | 2 | |
| Possibly | 3 | 4 | 5 |
| Yes, it could be sold as a package, but I have to prepare the program | 6 | 7 | 8 |
| Yes, training program is finished and can be packaged with product | 9 | 10 | |

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