

## **Section 24 Questions**

**Have you prepared a “new product release” for magazines, newspapers and trade journals?**

No	1	2					
Presently working on one	3	4	5	6	7	8	
Yes	9	10					

**Do you have professional pictures of the product?**

No	1	2					
Presently working on them	3	4	5	6	7	8	
Yes	9	10					

**Does the product lend itself well to being advertised in newspapers, magazines on the radio and television?**

No, only to one of them	1	2					
No, only to two of them	3	4	5				
No, only three of them	6	7	8				
Yes, to all of them	9	10					

**Have you developed any contest to promote the product? Is the product suitable for contest promotions?**

No, I have not developed any contest to promote the product	1	2					
Yes, it can be promoted in contests in individual cities	3	4	5				
Yes, it can be promoted through statewide contest	6	7	8				
Yes, it can be promoted through Nationwide contests	9	10					

**Does the product have any unique features or functions which will make it interesting to newspapers, magazines, TV-radio as a human interest story?**

No, not suitable for free media features	1	2	
Possible	3	4	5
Yes, at least one	6	7	8
Yes, several	9	10	

**Is the product suitable for radio station prize giveaways?**

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

**Are you planning sales promotion campaigns for the dealers or stores as well as for the end-user?**

No promotions are planned	1	2	
Promotions are planned for stores and distributors only	3	4	5
Promotions are planned for end-users only	6	7	8
Yes, promotions are planned for stores, distributors and end-users	9	10	

**Will there be enough profit margin in the product to allow co-op advertising allowances?**

No	1	2	
Possible	3	4	5
Probably	6	7	8
Yes	9	10	

**Can the product be advertised in the yellow pages?**

No	1	2	
Possible	3	4	5
Probably	6	7	8
Yes	9	10	

**Can the product be demonstrated at trade shows?**

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

**Does the product lend itself well to in-store sales demonstrations for prospective customers (such as having models or representatives give away samples, or do exhibitions of products in use.)?**

No, it is not easily demonstrated in a store	1	2	
It can be demonstrated in a store but requires a lot of floor space	3	4	5
It can be demonstrated in a store but requires at least two persons	6	7	8
Yes it is easily demonstrated in the store, by one person	9	10	

**Are you planning to send out free samples of the product to store buyers, distributors and sales reps?**

No, free samples will not be sent out	1	2	
Only to sales reps	3	4	5
Only to sales reps and distributors	6	7	8
Yes to all three	9	10	

**If you cannot afford to send free samples, do you plan to offer discounts on first orders for “showroom samples” to store buyers, distributors and sales reps?**

No, no discounts will be given for showroom samples	1	2		
Only to sales reps	3	4	5	
Only to sales reps and distributors	6	7	8	
Yes to all three	9	10		

**Will people pay money for your catalog or video of other products?**

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

**Is the product the kind of product which celebrities will endorse?**

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

**Have you reviewed your product to be sure you have taken advantage of every possible promotional opportunity from your sales brochure, to your warranty card, to sending decals, post-purchase thank-you cards etc.?**

No	1	2					
Working on it	3	4	5	6	7	8	
Yes	9	10					

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