

Section 25 Questions

Can the product be sold through direct sales?

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

Can the product be sold over the phone (telemarketing)?

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

Can the product be sold through mail order catalogs?

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

If you will sell the product direct, via telemarketing, or through direct mail order, are you already set up to handle credit card orders?

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

Can the product be sold through retail stores?

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

Can the product be sold through convenience stores?

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

Can the product be sold through military px's , commissaries etc.?

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

If the product will be sold through grocery stores or large consumer product chain stores, have you checked to be sure they will allow you to introduce the product in their stores without charging you exorbitant "slotting allowances" to display and sell your product during the introduction stage? (Some stores charge as much as one million dollars to allow companies to use their shelf spacing during product introductions)

No, I haven't checked		1	2	
It's possible they will		3	4	5
They probably won't		6	7	8
Yes, I've checked and they won't		9	10	

Can the product be sold through wholesale distributors?

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

If the product can be sold through wholesale distributors, will your pricing structure and profit margins allow you to begin selling through them right away or will you have to wait until your cost-of-goods-sold comes down through larger production runs?

Will have to wait a long time	1	2					
Will have to wait a short time	3	4	5	6	7	8	
Can begin right away	9	10					

Can the product be sold as an advertising specialty?

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

Can the product be sold through television home shopping programs such as QVC?

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

Can the product be “private labeled” to other companies?

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

If you decide to market the product yourself, will you need salespeople on staff?

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

Will the channels of distribution be limited by your production capabilities?

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

Is the product or service suitable for franchising?

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

How many sales calls or contacts will be necessary to sell the product?

Several	1	2		
Three	3	4	5	
Two	6	7	8	
Only one	9	10		

Have you determined which cities and states comprise the largest concentration of your target audience?

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

Will your product be one which can be marketed through “intensive distribution”?

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

Can your product be “cross licensed” to another company that will allow you to sell their products also, thereby expanding your line?

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

Can the product be sold internationally through agents and distributors?

No, the price would be too high	1	2	
Possibly	3	4	5
Probably			
Yes	9	10	

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