

Foresight Commercialization Process

<u>Activity</u>	<u>Scope</u>	<u>Deliverables</u>
1. Market Assessment	Assess the current market situation to search for levers that can drive a successful commercial launch: existing therapeutic approaches, remaining customer needs, competitor approaches.	Market Assessment Report
1a. Marketing Plan	If not already performed develop a plan for commercializing the product: target market, pricing, promotion, programs, expense budget	Marketing Plan
2. Feature & Benefit Validation	Compare requirements definition with customer feedback to ensure product is ready for commercialization	Validation Report
3. Value Proposition Design	Examine customer needs and product benefits to develop a value proposition that compels customers to buy. This drives selling material messaging	Value Proposition Document
4. Message Development	Using the Value Proposition as a guide, develop key product messages that will drive clinical customer belief and positive buying behavior	Initial Message
5. Message Testing	Obtain customer feedback on the message to ensure that its effectiveness	Research Report
6. Marketing Program Development	Using the Marketing Plan as a guide, develop the marketing programs that support selling efforts: Key Opinion Leaders, technical papers, clinical study results, symposia	Marketing Programs
7. Segment Messaging	Develop message for financial and technical buyers; draft messaging for early and late adopters	Segment-specific Message
8. Objection Management	Based upon feedback from customers, identify expected objections and develop responses for the sales team	Objection response collateral
9. Collateral development	Develop marketing collateral based upon messaging concepts	Web presence, Sales Brochures, Social & Print Media
10. Sales Training Development	Develop sales training program	Sales Training Materials
11. Sales Training	Conduct sales team training	Sales training event
12 Commercial Launch	Initiate commercial launch	First sales