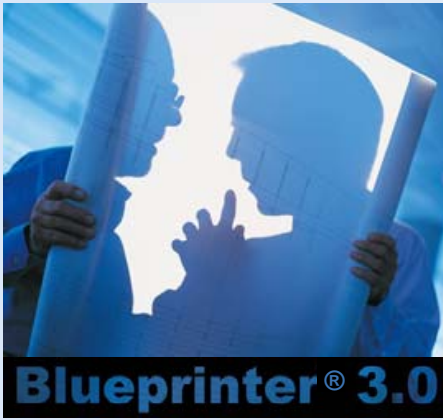


Blueprinter® 3.0 Software

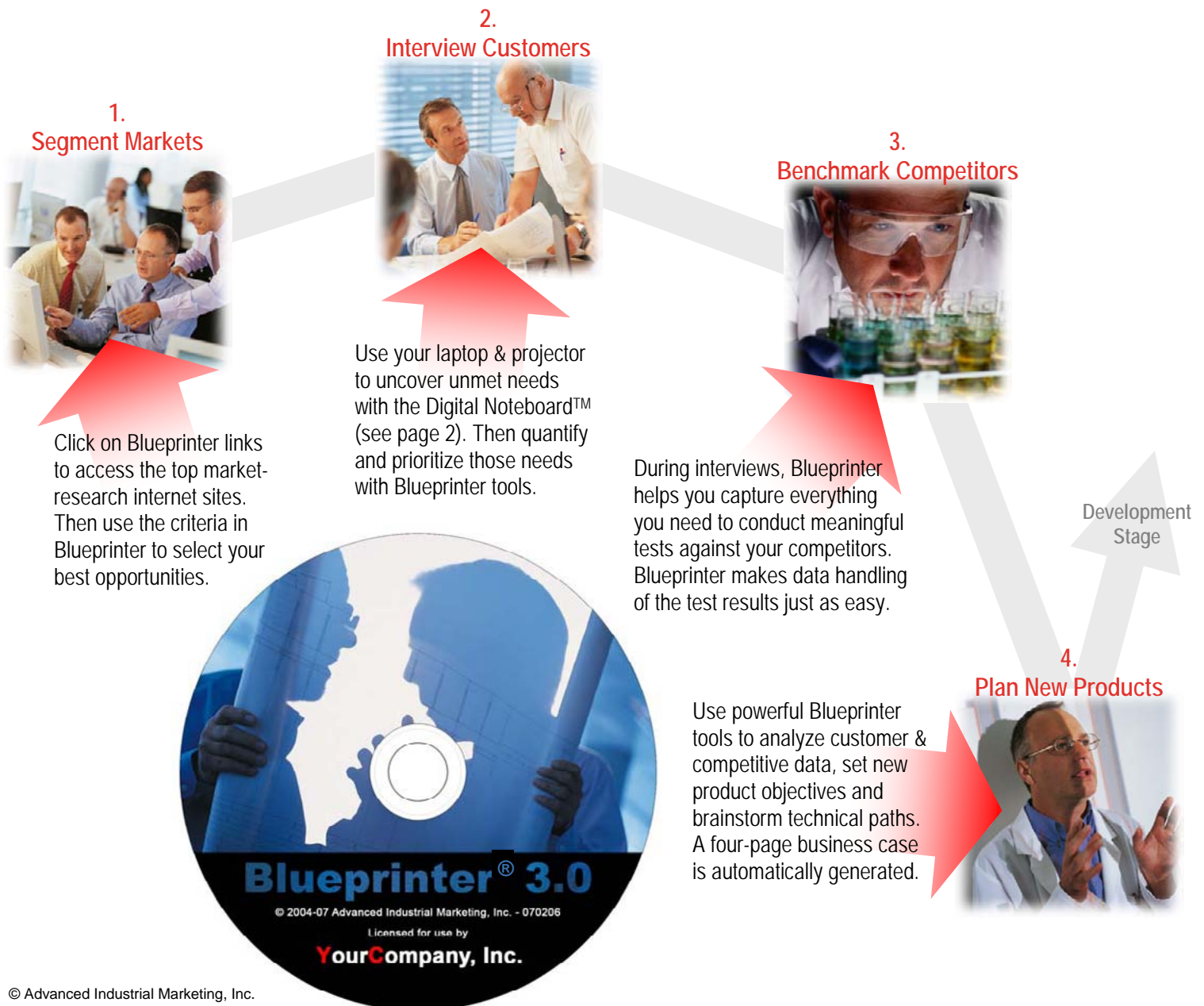


Blueprinter 3.0 helps your technical and commercial people implement New Product Blueprinting—a seamless process that combines the best practices of up-front B2B new product development. Your teams are trained in the process and software during an in-house *New Product Blueprinting Workshop* that we bring to you.

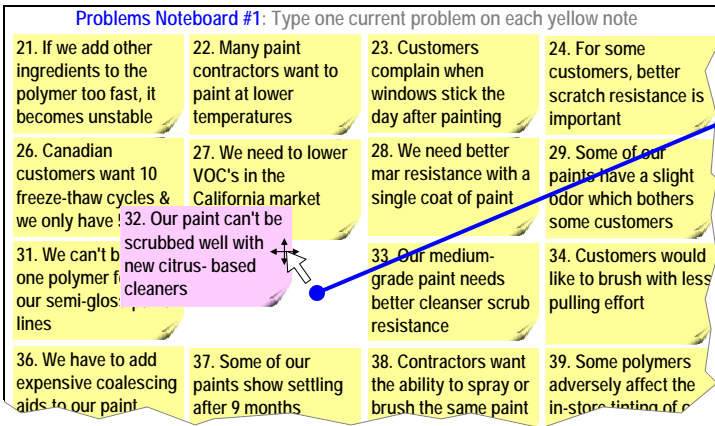
During this hands-on workshop, teams build their skills in market research, listening & probing, customer interviewing, competitive benchmarking and much more. Teams use Blueprinter 3.0 software at the workshop to work on their first new product opportunity... and continue using it to drive their projects forward after the workshop.

Because Blueprinter 3.0 is based on Microsoft Excel®, it is quickly learned and can be customized to meet the needs of your business. It lets your teams focus on high-value activities like customer interviewing instead of number-crunching or chart-making... and spreads a common process and language across your company. When your customers see this professional approach taken in interviews, their confidence in you rises appreciably.

Using Blueprinter 3.0 for New Product Blueprinting

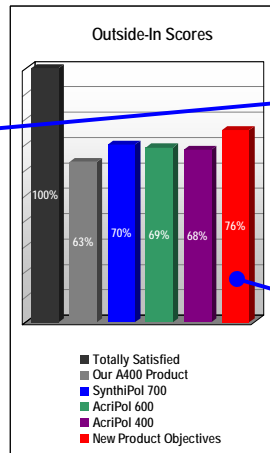
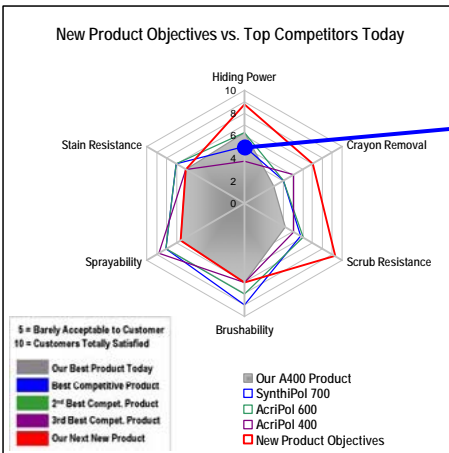
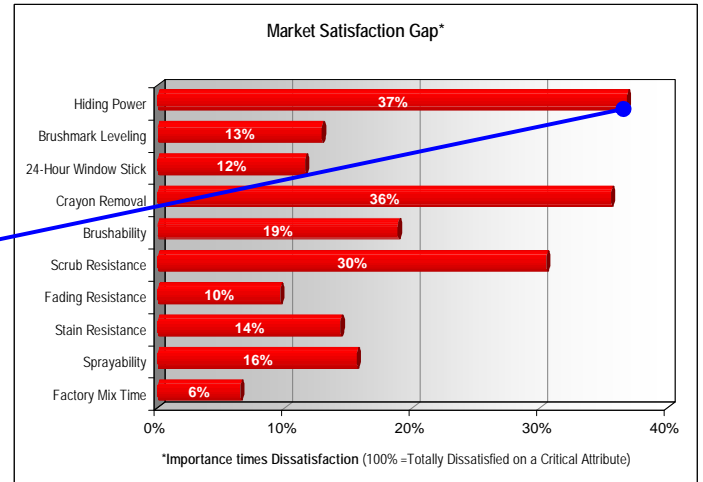


A Few of the Many Blueprinter 3.0 Tools...



Imagine you make paint ingredients. During *Discovery Interviews*, you use your laptop, projector and this Digital Noteboard™ to interview several paint producers. Using trigger methods and expert probing, you uncover scores of unmet needs... many of which had been unspoken or even unimagined. During these sessions, you color-code & set aside the best ideas with customers' help.

Your team distills these ideas into the top ten product attributes of interest to customers. You return for brief *Preference Interviews*, in which customers rate how important and satisfied they are with each attribute. Blueprinter charts such as this help your team target the key attributes to improve. *Market Satisfaction Gaps* of 30-40% indicate strong demand for improvement.



By linking competitive test data with customer preferences, your team gains tremendous insights for product planning. In this Blueprinter chart, your test results are converted to 1-10 ratings in which 5 equals "barely acceptable" to customers and 10 equals "totally satisfied."

You can then predict market response to various "what-if" scenarios in your new product design... as indicated by these "Outside-In Scores."



New Product Blueprinting Workshop

To move your organization to a new level, we train up to 25 technical and marketing people in new thinking and new skills. Here's some of what they learn as they work on their opportunities:

- Secondary Market Research
- Market Segmentation
- Improving Listening Skills
- Probing & Interviewing Skills
- Planning Customer Interviews

- Conducting Discovery Interviews
- Debriefing after Interviews
- Conducting Preference Interviews
- Side-by-Side Competitive Testing
- Setting New Product Objectives

- Brainstorming Technical Paths
- Developing the Business Case
- Effective Project Management
- Dynamic Product Launches
- Post- Workshop Follow-Through



Contact Advanced Industrial Marketing, Inc.

Learn more at www.newproductblueprinting.com. To arrange a brief "at-your-desk" guided tour of our services, call 330-715-8709 or e-mail Dan directly at dan.adams@aimtolead.com.