

New Product Blueprinting Workshop



A recent study pointed to more than 70 new product development practices that strongly correlate to success. It's a complex matter. Fortunately, when one frontier in particular is civilized, companies reap huge gains. It's called front-end work—idea generation, shaping & pressure-testing—and should happen *before* the costly development stage begins.

Some call it the fuzzy front end. This means they have no idea how to improve it, much less replicate it across their company. Others treat it as an expense to be avoided. That's unfortunate, because front-end work will pay for itself if it boosts your new products' market share, success rate or pricing by only 1-2%. Done well, it does *much* more.

At our in-house workshop, your technical and commercial people will master New Product Blueprinting—a seamless process that combines the best practices of up-front B2B new product development. We also provide software and post-workshop support to help your teams transform what they learn into a stream of blockbuster new products.

New Product Blueprinting

1. Segment Markets

During the workshop, your teams will use new internet research skills to understand and prioritize several market segments. They will select their first new product opportunity and use it to practice other newly-learned skills during 12 workshop break-out sessions.



4. Plan New Products

Interview and test data are collected and linked within easy-to-use Blueprinter® software to provide an "Outside-In" view. It gives teams powerful visual tools to target those new product attributes that create the most value. Teams then conduct internal technical brainstorming and create a 12-point business case before the costly development stage begins.

Development Stage



2. Interview Customers

Two-person technical-commercial teams visit customers for tours & interviews. Using advanced listening, probing & brainstorming skills learned at this workshop, they uncover customers' unspoken—and even unimagined—needs in Discovery Interviews. They return for Preference Interviews to prioritize those needs... and to continue "priming" customers for the buying process.



3. Side-by-Side Testing

Using test procedures explained in detail by customers during Preference Interviews, your teams conduct side-by-side tests of competitive products. This lets them design against competitive weak spots and avoid getting blind-sided later.



Bring the Workshop to Your Company

If you want to move your organization to a new level, you need to train a critical mass of technical and marketing people in new thinking and skills. We bring the workshop to you, training and guiding up to 25 people as they work on their own new product opportunities. Everyone receives software to boost post-workshop success, and your costs will still be a fraction of most public seminars. Here's some of what they'll learn:



Secondary Market Research

When to use 12 market research tools
How to find & engage retired industry experts
Hands-on internet research training exercise

Market Segmentation

The 5 rules of market segmentation
How to screen segments for attractiveness
How to create & evaluate a segment portfolio

Planning Customer Interviews

Group vs. individual interviews... & how many
The best companies & contacts to interview
Preparing your intro phone script and agenda

Improving Listening Skills

Important steps to becoming a better listener
Using the PEAR method to engage customers
Role-playing exercise to build listening skills

Mastering Probing & Interviewing Skills

Mastering the art of *turtling* for great probing
Moderator, note-taker and observer roles
Role-playing exercises to build skills

Conducting Discovery Interviews

Must-Have, Performance & Excitement needs
Developing questions & customer tour checklists
Role-playing exercise for Discovery interviews

Debriefing after Interviews

The Forgetting Curve... why speed matters
Where & how to conduct debriefing sessions
Capturing the site tour in a digital flow chart

Conducting Preference Interviews

5 Questions you absolutely must ask
Importance & satisfaction ratings for attributes
Role-playing exercise for Preference Interviews

Side-by-Side Competitive Testing

Designing to competitors' weak spots
6 Principles of side-by-side testing
Team exercise for competitive testing

Setting your New Product Objectives

6 Visual tools for analyzing your data
Linking competitive test data with interview data
Calculating Market Satisfaction Gap

Brainstorming Technical Solutions

Sources of technology outside your company
High-impact internal brainstorming sessions
Sorting brainstorm ideas with a visual grid

Developing the Business Case

12 Key elements of the successful business case
Blueprinter generation of a 4-page business case
Team exercise on preliminary business case

KAI and Team Problem-Solving

The value of adaptive & innovative thinking styles
Interpreting each participant's KAI score
Using KAI to solve complex team problems

Project Management & Product Launch

Managing critical paths to speed development
How to lead & support a highly-effective team
Trade shows, PR, web, mail, presentations, etc.

After the Workshop

Developing your company's own internal coach
How and when to hold follow-up sessions
Building NPD into your strategic planning



Take Home Blueprinter® Software

People are under intense time pressure today, so you want every available moment to be used for high-value activities like face-to-face customer interviews. Blueprinter software saves teams days of data-manipulation, charting and business case preparation. Since the software is based on Microsoft Excel®, learning time is very short. After most other seminars, employees return to a pile of work and soon begin forgetting what they learned. But because key workshop learnings are imbedded in Blueprinter's step-by-step approach, skill levels actually increase. And the software's professional appearance will impress your customers during collaborative interviews.



Meet Your Workshop Trainer

Dan Adams, president of Advanced Industrial Marketing, Inc., is an award-winning speaker, author and holder of many patents and innovation awards, including a listing in the National Inventors Hall of Fame. As a chemical engineer with an MBA, he has worked within and with major industrial companies for 30 years. Dan was head of strategic planning for a billion-dollar company, set up the first plant in China for a \$400 million business and has led very successful acquisition & integration efforts. He fine-tuned his principles of New Product Blueprinting by guiding teams through hundreds of customer interviews. A certified instructor in Kirton Adaptation-Innovation, Dan helps workshop participants understand their own unique problem-solving styles to boost the effectiveness of their teams and customer interviews. He is passionate about follow-through and will work with you to ensure post-workshop success in your business.



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.