

Helping Clients Select, Develop & Launch Successful New Products

The right new products propel a company toward growth and profitability. However, the majority of promising new product ideas never reach the market, and those that do often fail to achieve their goals.

What is your company's most significant new product problem?

Not meeting customer needs?

Coming to market late?

Coming in over budget?

Not achieving sales or financial goals?

One common cause of these is **not doing** comprehensive evaluation, selection, and planning of new product and market opportunities **before** significant time and resources are spent.

Post Associates is a multidisciplinary consulting group that uses the proven systematic **REAL, WIN, WORTH** principles and methods to evaluate new product plans and company capabilities, to select products most likely to succeed, and to provide analysis to support planning and execution.

Using REAL, WIN, WORTH enables you to:

- **quickly separate** probable losers from likely winners
- Incorporate the critical factors and information in evaluation and selection
- Reduce time to market
- Reduce development costs
- Reduce the likelihood of unexpected events occurring during development
- Speed decision making during the entire development process
- Enable and encourage inter-department cooperation
- Develop complete and accurate product plans and schedules

REAL	Is the market real? Is the product real?
WIN	Can the product win? Can the company win?
WORTH	Is it aligned with company goals & strategies? Are the returns on investment adequate? Are the risks acceptable? Can we afford it?

A REAL, WIN, WORTH evaluation can begin at any phase in the product development cycle – from evaluation and selection, through development and testing, to company preparation and launch for market success.

The output of each phase is analysis that is used for:

- Planning subsequent phases of product development
- Developing a comprehensive business plan – market strategy, product capabilities, and profitability
- Strengthening the product, product plan, and company capabilities
- Monitoring preparation for launch and profitable sales growth

The **REAL, WIN, WORTH process** succeeds because it:

- Provides a common language and common concepts that are used by everyone in the organization
- Is easy to understand, easy to learn, and easy to use
- Is comprehensive, flexible, and tailored to your needs
- Enables and encourages multi-function product development teams
- Makes sure that all relevant factors and data are considered

Post Associates new product consulting services:

- Strengthening your product plans
 - Portfolio planning
 - Marketing, promotion, and selling strategies
 - Financial: cost benefit analysis, funding, ROI, and cash flow management
- Implementation support
 - New product process improvement
 - Product & sales skills training
 - Distribution channel development
 - Communication, team building, and organization development

Experienced Consultants

Our principals have expertise in all functional business areas. By augmenting our own resources with associates from the greater consulting community, we can field a team of specialists that is aligned with* your business and industry

**For More Information About
POST ASSOCIATES
Call Penn Post at 949-706-0623**