

Suggested Consulting Session Questions:

We often find that our consulting clients are afraid to ask questions, for fear that their questions will sound 'stupid'. Remember that intelligence is different than knowledge - and that is why we conduct these sessions for inventors and entrepreneurs across the country. There are no questions too simple or too complex, too early or too advanced. Our individual consulting sessions are designed for people just like YOU that do not have sales and marketing experience and need to bounce their ideas off experienced professionals. We ENCOURAGE you to ask whatever you are challenged with. If the answer to your question may save you time or money (or both!) - then it isn't a stupid question at all, is it? We aim to provide inventors and entrepreneurs with information needed to help steer them in the right direction. Don't be afraid to ask what is important to you.

Just in case you need some thoughts to get you started, we have compiled a list of frequently discussed topics that come up in these sessions, and we hope this helps you prepare yours!

How can I decide if I should make and market my idea or if I should sell or license to a company?

Is a working model or prototype of my idea necessary to be able to license or sell my idea to a company?

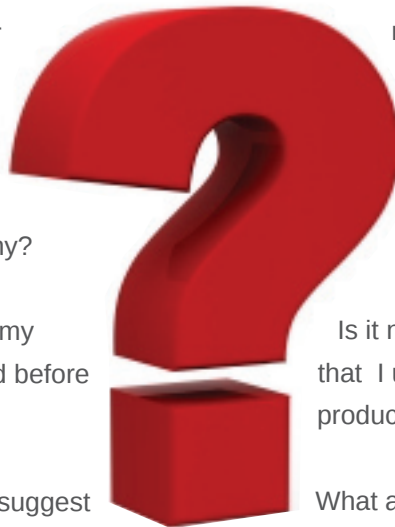
Would a company be interested in my idea even if I didn't have it patented before offering it to them?

What market segments would you suggest for my product, and within those segments, which customers do you believe are the most viable potentials?

What type of research should be done on each customer before I approach them?

What kind of pricing structure would you suggest for my product?

What are the typical margin requirements within the market segments I am approaching.



What distribution channels would you recommend for my product? Which might be the best to start with?

Shall I utilize manufacturer reps or consider hiring an internal sales professional?

Is it necessary, or would you recommend that I utilize wholesale distributors for my product? Why or why not?

What are the features and benefits that you see in my product?

What shall I include on my sales collateral?

Why is researching my competition important, and how do I go about this?

What type of packaging would you recommend for my product, and why?

Are there specific shipping requirements that I must consider, and why?