

New Product Launching Showcase

Market Ready

This is defined as a product that is ready to be sold, distributed and used by your target markets and customers. What this means is that your product is already developed, branding and packaging (if required) is in final stages and you have production in place. You have either secured a patent or a letter of application from the Patent office or have chosen to move forward without them in place for one reason or another. The more value you have brought to this stage, the more real and perceived value exists to support your pricing for the product and profit objectives and goals.

If you are still in the development stages, then visit our web site at www.the500group.com for directions and links that will provide you the locations and resources for what you might need to get your new product to the market ready state.

Showcasing New Products

In order to have any chances of successfully selling and marketing your new products, you need a place to conduct your business. Whether you are home based, or working out of another location, prospective customers need to have access to you as well as your new products.

You can secure local business through all of the marketing channels available to you, including selling in your local markets. But if you want to have a chance at real commercial success in meeting and sustaining volume and profit objectives to support your products financial goals in promoting and selling your new products the internet is far and away your best **Showcase**.

There is no better way than to establish your market presence than online and through the internet. The internet allows you a low cost way to **Showcase** your new products, provide your new products a vehicle to reach your target markets and prospective customers and at the same time give yourself a market presence through **Showcasing**.

Showcasing

Showcasing- You can call it establishing a market presence; we choose to call it **Showcasing** for some very important reasons. **Showcasing** provides you what you need to do to have a chance to be successful with marketing your new products.

Here is a list of some of the important components you need to establish to have a strong market presence and provide a strong **Showcase** for both your business as well as the new products you launch.

- Establish and promote your unique selling proposition (USP)
- Exhibit your new products by uploading images to your website
- Define your key claim and key proof
- Produce a sales sheet that supports your products features and benefits and supports your key claims and proof
- Establish pricing, take orders online or via the phone
- Market your products directly to end users or retail customers
- Provide yourself a turnkey business model that has easy web automation as it's center of operation
- **Showcase** your professionalism with brand and corporate identity, using a consistent message and platform

