

How Long Does it Take To Do ...

A competitive analysis?

If you know the market and the vendors fairly well, and you are evaluating about 15 characteristics for about ten products, approximately **60** hours.

A marketing requirements document?

If you know the market, the vendors, and the customers extremely well, and the product strategy for the company is clear and well specified, then approximately **160** hours.

If you do not have good knowledge of the market, the vendors, and the customers, and the product strategy for the company is unclear, then approximately **480** hours to **960** hours.

A focus group or roundtable?

If you are contracting the work out to a firm that knows how to do this, then approximately **20** hours of your time is required to articulate the market, the target customers, and the kinds of issues and questions you wish to explore. (Expect pricing to be \$10K - \$25K depending on how many cities, etc.)

A datasheet?

If you have been working with Engineering throughout the process and the product strategy is clear and accepted throughout the organization, then approximately **40** hours.

A sales training presentation?

If you have been working with Engineering throughout the process and the product strategy is clear and accepted by the Senior Management in Sales, then approximately **60** hours.