



Seven Tips to Increase New Product Success

- **Identify a real customer need(s).**
- **Recognize cost and performance deficiencies of existing products and services.**
- **Secure top level and broad organizational support for the new product effort.**
- **Follow a disciplined process but reward creativity/new insights.**
- **Screen ruthlessly and honestly at each step.**
- **Integrate other functions into the process including sales. Make them own the project too and don't surprise them.**
- **KISS: Keep it Simple, Stupid!**