

Senior Product Manager Discussion Guide



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Overview

- Challenges
- Opportunities
- Why Deluxe is Well Positioned
- Objectives
- 90-120 Day Action Plan
- Summary



Challenges

- Weak U.S. economy continues into mid-'03.
- Decline in check volume due to increased use of electronic payments.
- DBS Business Referral customer retention.
- Competitive pricing.



Opportunities

- Paper checks/products not disappearing
- Identify untapped markets/channels for paper products
- Develop related products beyond checks



Why Deluxe is Well Positioned

- Financial Strength.
- Competition viewed as “check printers” by marketplace.
- Market-driven strategy.
- Stability and tenure in industry.



Objectives

- Identify market opportunities for new Business Referral programs, products, and services.
- Develop and present business case and launch plan.
- Lead cross functional team in implementation of launch.
- Assist sales organization in execution of launch.
- Manage product and program lifecycle process.



90-120 Day Action Plan

- Solicit input from top 25 customers/prospects and sales organization.
- Review relevant secondary research
- Initiate (if approved) primary market research to identify unmet market needs.
- Initiate segmentation study (if necessary) for targeting purposes.
- Document market and customer requirements for targeted segments.



90-120 Day Action Plan (Cont'd.)

- Present marketing plan to top management.
- Lead cross functional team in implementation of launch.



Why Gregg Nelson?

Product Management

- Customer Requirements/Market Needs
- New Product Development Process
- Advertising, PR Experience
- Industry Analysis; Strategy
- Competitive Analysis

Leadership

- Cross-Functional Teams
- Led Marketing Teams
- National Sales Management Experience
- 13 Years of Solutions Sales Experience