

SALES PROCESS : DESIGN

ACTIVITIES

EXIT CRITERIA

QUALIFY

Opportunity Owner

- Customers outlines new project
- Gather business & technical feasibility & timelines
- ID pain points & differentiating factors
- ID compelling reason to act & decision maker
- Complete needs assessment

- Business/technical feasibility understood
- ID budget, sponsor, fellow traveler & possible Intel solutions
- ID customer timelines, nextsteps & communication plan
- Execute/Verify NDA

DEFINE

Opportunity Owner
Technical Owner

- Complete gathering of business & technical pains & decision making process
- ID competitors & competitive positioning
- Provide specs, road -maps, case studies, seeds & demo units
- ID upsell options
- Provide budgetary pricing
- ID if MAG/ITAR implications & execute process

- Customer decision criteria & PRD identified
- Confirm exec sponsor, budget & resources
- Competitive positioning understood
- Customer & Fellow Traveler resources identified
- Propose Intel suite of products/solution/ platform
- Export compliance review
- Customer agrees Intel solution solve business & technical pains

DEVELOP

Opportunity Owner
Technical Owner

- Confirm opportunity full scope/size
- ID, anticipate, alleviate risks
- Competitive pricing discussions as applicable
- Understand customer fulfillment model
- Develop/deliver documentation/specs
- Provide proactive technical support

- Enable customer access to appropriate resources (docs, bios, etc.)
- Confirm key customer design milestones
- Risks & mitigation plan defined
- Fellow Traveler(s) & solution defined & begin validation
- Customer confirmed Intel selected
- Customer support model has been identified

DESIGN

Opportunity Owner
Technical Owner

- Final Intel elements of BOM confirmed
- Confirm final pricing information provided by fellow traveler(s) & meets customer's requirements
- Provide design & technical support

- Prototype delivered or system powered on & Intel solution selection confirmed
- 90% confidence design will be implemented or go to high volume manufacturing
- Opportunity team is correctly identified, assigned appropriate roles & aligned on all key Salesforce fields
- Attach proof of performance and submit for review & approval

DESIGN WIN

Sales/Technical Manager(s)
Opportunity/Technical Owner

- Management reviews submission including validation of opportunity team and approves
- OR
- Management rejects opportunity and provides detailed comments
- Opportunity Owner or Technical Owner provide additional information to address rejection comments and resubmits



- Confirm how & in what timeframe billings will flow & associated reporting
- Understand GTM strategy

PRODUCTION WIN

Opportunity Owner

- Manage demand and supply
- Ensure general Intel availability for full volume production
- Confirm : Review and update forecasting
- Track customer launch date & set follow up activities
- Extend and scale design through applicable sales channels



- Solution goes to market
- Monitor sales out data
- Product/solution implemented/ shipped to end customer