**Program Development Worksheet**

|  |  |
| --- | --- |
| Partner Name |  |
| Contact Name 1 |  |
| Contact Name 2 |  |
| Program Name |  |
| Revision / Updated |  |

**Background / Situation Analysis**

*Why is this program needed?*

**Business Objective**

*What will this program accomplish?*

**Strategy**

*Provide as much information as possible*

**Target Audience**

*Include primary and secondary*

**Current Mindset of Target Audience**

*What are the awareness and perception levels?*

**Tone** *(desired outcome and mindset)*

*What feeling(s) do you want to convey to the audience?*

**Key Messages**

*What’s in it for the target audience?*

**Support / Proof Points**

*Provide as much information as you can*

**Featured Products**

*Please list specific products you would like to feature*

**Call to Action / Offer**

*Provide as much information as you can*

**Tactics**

*Provide desired or recommended tactics*

**Budget**

*Budget available for this program*

**Program Reviewers**

*Decision makers to review and approve executables*

**Desired Program Launch Date**

*Detailed program timeline will be established to meet desired launch date.*

**End User Prospect Profile**

**Geography or Region**

|  |  |
| --- | --- |
| State (Province),  Postal Code, etc. |  |

**Annual Sales**

|  |  |
| --- | --- |
| Target Range of Revenue:  1 Billion +  500 Million to 1 Billion  100 Million to 500 Million  10 to 100 Million  1 to 10 Million |  |

**Number of Employees**

|  |  |
| --- | --- |
| 10,000 +  10,000 +  1,000 to 9,999  100 to 999  1 to 99 |  |

**Title and/or Job Descriptions**

|  |  |
| --- | --- |
| President, C Level, Operations, IT, Quality Control, etc. |  |

**Targeted Vertical Markets**

|  |  |
| --- | --- |
| eg. Healthcare, legal, retail |  |

**Installed Applications**

|  |  |
| --- | --- |
| Oracle, SAP, JDE, etc. |  |

**Desired Use Information**

|  |  |
| --- | --- |
| Direct mail, telemarketing, email blast |  |

Top of Form

Bottom of Form

**Additional Information**

Please provide additional information, which will help us refine your target list

|  |
| --- |
|  |

**Estimated Budget**

Desired budget or budget range to complete this project

|  |
| --- |
|  |