SALES PROCESS : DESIGN

Stage	QUALIFY	DEFINE	DEVELOP	DESIGN	DESIGN WIN	PRODUCTION WIN NEX ONLY
ADDS Stage	ASSESS	DISCOVER	DESIGN	DESIGN	SCALE	SCALE
STAGE GATES	• To Create: Opportunity Name, Account, Opportunity Type, Decision Date • Description • Status Update • Technical Owner	• Product Application • Product Segment • Vertical Market • Opportunity Contact inc. Role	• Intel Platform • Opportunity Products	• First Customer Ship Date • Business Decision Maker • Manager approves POP	N/A	N/A
EXIT CRITERIA	• Identify customer business /technical challenge & environment • Identify customer influencers /decision makers including technical owner • CNDA in place (as applicable) • Identify Military Intelligence, Nuclear, Defense Space (MINDS) use + execute process (including ITAR) (as applicable)	• Clear understanding & documentation of problem statement, gaps/needs, desired business results, decision criteria / product requirements (including product application/ segment/vertical market) • Confirm customer budget, resources, timeline + key customer contacts • Understand competitive landscape	• Propose Solution (including Intel products), define fellow travelers / partners, document expected volume • Enable customer access to appropriate resources (samples, documentation, specifications, BIOS, etc.) • Customer confirms Intel's solution could addresses need; starts validation & defines support model • Identify / anticipate risks, work to alleviate	• Successfully power on in lab environment • Customer confirms Intel fulfilled business & technical requirements; issues identified & resolved (or resolution path identified) • Opportunity team documents final products / volume / first customer ship date / projected production plans (6QPS) • Primary customer contact documented & confirmed • Obtain formal commitment to purchase (POP) after price negotiations complete; submit POP & receive manager approval	• GTM strategy defined including launch, partner marketing, co-selling • Customer "launch", in production, & shipping to end customers; update production schedule with any refinements	• Co-marketing / co-selling begins
RECOMMENDED ACTIVITIES	• Gather information on desired future state • Understand how the " customer views you and your organization	• Share case studies/solution plays • Engage potential fellow t ravelers, ICAP companies, partners • Deliver document specs, roadmaps, pricing guidance	• Confirm key customer design milestones • Provide proactive technical sales assistance; Platform Applications Engineering support engaged • Initiate competitive pricing discussions as needed	• Engage GTM teams to plan for activation	• Support customer production & ensure availability for full volume production	• Manage demand/supply + sustaining technical support • Confirm/review/update forecasting as appropriate • Scale design through applicable sales channels