




SALES PROCESS : DESIGN

Stage	QUALIFY	DEFINE	DEVELOP	DESIGN	DESIGN WIN	PRODUCTION WIN NEX ONLY
ADDS Stage	ASSESS	DISCOVER	DESIGN	DESIGN	SCALE	SCALE
 STAGE GATES	<ul style="list-style-type: none"> To Create: Opportunity Name, Account, Opportunity Type, Decision Date Description Status Update Technical Owner 	<ul style="list-style-type: none"> Product Application Product Segment Vertical Market Opportunity Contact inc. Role 	<ul style="list-style-type: none"> Intel Platform Opportunity Products 	<ul style="list-style-type: none"> First Customer Ship Date Business Decision Maker Manager approves POP 	N/A	N/A
 EXIT CRITERIA	<ul style="list-style-type: none"> 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) 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> GTM strategy defined including launch, partner marketing, co-selling Customer "launch", in production, & shipping to end customers; update production schedule with any refinements 	<ul style="list-style-type: none"> Co-marketing / co-selling begins
 RECOMMENDED ACTIVITIES	<ul style="list-style-type: none"> Gather information on desired future state Understand how the " customer views you and your organization 	<ul style="list-style-type: none"> Share case studies/solution plays Engage potential fellow t ravelers, ICAP companies, partners Deliver document specs, roadmaps, pricing guidance 	<ul style="list-style-type: none"> Confirm key customer design milestones Provide proactive technical sales assistance; Platform Applications Engineering support engaged Initiate competitive pricing discussions as needed 	<ul style="list-style-type: none"> Engage GTM teams to plan for activation 	<ul style="list-style-type: none"> Support customer production & ensure availability for full volume production 	<ul style="list-style-type: none"> Manage demand/supply + sustaining technical support Confirm/review/update forecasting as appropriate Scale design through applicable sales channels