

QFD New Product & Service Development - *selling against competitors*

Product – Service Attributes	A. Functionality			B. Quality			C. Price			D. Time		
	A.	B.	C.	A.	B.	C.	A.	B.	C.	A.	B.	C.
Must Haves, Wants												
1.												
2.												
3.												
4.												
5.												
6.												
7.												
8.												
9.												
10.												

Questions:

1. Why are you making (why did you make) this buying decision? What problem or opportunity were you trying to address? (as evidenced by what?)
2. What are your must haves? What must this be able to do to justify the time, the energy, the disruption, the cost to your organization? How was this list developed?
3. Since you have already selected a vendor, what are the features of their offer that led to being selected? How did you decide on them? How was the buying decision made?
4. Would you rank order those features from highly critical 6 to no help 1 (6, 5, 4 = some level of criticality, 3, 2, 1 = not important)
5. Of those features, which ones do you like (which ones are working) and which ones you don't (yes/no is sufficient)

6. Open dialog on how well the features match the companies must haves and wants
7. If we are to compete and win the business, what would it take? (continue from present offer, stop in present offer, add to present offer)