

# CHAPTER 7 *EXERCISE*

To stay productive and focused on the end goal while developing an exit product, contemplate the following questions:

What product enhancements do customers request and why? If any, what steps will you take to address these needs?

What elements of your product do customers dislike and why? How will you adjust those features?

Which competitive products do customers prefer and why? What actions will you take to compete?

What product misperceptions exist and why? How will you correct these misunderstandings?

What positive product perceptions need reinforcing? What strategies will you use?

What aspects of your product are inconvenient or unsuitable, and why? What changes will you implement?

**What mistakes do customers make using your product? How can you make it more user-friendly?**

**What aspects of your product should remain unchanged?**

**If changes could alienate customers, how will you mitigate this risk?**

**Can you revitalize your product without actual changes, perhaps through marketing? If yes, what strategies will you employ?**

**Could improvements come from marketing innovation rather than product enhancement? If so, what marketing strategies will you adopt?**

**What do salespeople/suppliers/distributors suggest about market needs and your product's shortcomings? How will you respond to this feedback?**

**Where should you focus product improvement efforts for the highest ROI/effectiveness? What steps will you take in these areas?**