

33-Point Attributes of a “Winning Product” Checklist

When developing new products for consumer or business markets, these are the important factors that you want to consider before and during the new product development stages. What are the attributes of a “Winning Product” in direct response marketing channels including digital? The following list of questions addresses a range of attributes, factors, or issues that may impact a product’s success in Direct Marketing promotions. You need ask these questions, “Does the product address these issues? How many of them is the product on the positive side of, from a Direct Marketing perspective?”

These attributes may be applied to single product offers, multi-product offers, and catalogs in most Direct Marketing media / channels for both B2C and B2B promotions. The more of these attributes or issues that the product satisfies, the more likely it is to be a success. The focus of this list are on factors that are related to selling via direct channels, but they also apply to some degree to all products.

1. Does the product fill a perceived need? (Winning Product Answer: Yes)
2. Can the product be personalized? (Winning Product Answer: Yes)
3. Is the product a consumable? (Winning Product Answer: Yes)
4. Is the product practical? (Winning Product Answer: Yes)
5. Are there any legal problems related to selling the product that have to be overcome? (Winning Product Answer: No)
6. Is the product trendy, faddy or short lived? (Winning Product Answer: No)
7. Is the product unique? (Winning Product Answer: Yes)
8. Is the product safe to use? (Winning Product Answer: Yes)
9. Is the product too seasonal? (Winning Product Answer: No; but there are exceptions especially in apparel)
10. Is the product priced right? (Winning Product Answer: Yes)
11. Is the product supplier reputable? (Winning Product Answer: Yes)
12. Does the product lend itself to add-on sales of other products? (Winning Product Answer: Yes)
13. Is the product a “perceived” good value? (Winning Product Answer: Yes)
14. Are backup products available in case yours sell out? (Winning Product Answer: Yes)
15. Does the product have too many stock keeping units that could result in inventory problems? (Winning Product Answer: No)

16. Is the market for the product the right size for you to sell the product and achieve your revenue and profit objectives? (Winning Product Answer: Yes)
17. Is the product subject to high returns? (Winning Product Answer: No)
18. Does the product lend itself to multiple pricing? (Winning Product Answer: Yes)
19. Is the product in a narrow niche that you can dominate? (Winning Product Answer: Yes)
20. Does the product have high refurbishing costs if it has to be returned to the manufacturer? Low is better than high. (Winning Product Answer: No)
21. Is the product too new or too old for the market? (Winning Product Answer: No)
22. Does the product have attractive packaging? (Winning Product Answer: Yes)
23. Is the product easily found at retail or your e-commerce competitors? (Winning Product Answer: No)
24. Will the product photograph well? (Winning Product Answer: Yes)
25. Does the product have clear and easy to read and understand usage instructions? (Winning Product Answer: Yes)
26. Have you tried to sell similar products that have failed? (Winning Product Answer: No)
27. Will the product illustrate well? (Winning Product Answer: Yes)
28. Does the product compare favorably with other products – is it better, the same or worse? (Winning Product Answer: Yes and “better” is better than the same)
29. Does the product have unusual selling features? (Winning Product Answer: Yes, as long as they can be communicated and understood)
30. Is the product an exclusive? Are you the only one selling it? (Winning Product Answer: Yes)
31. Is the product economical to ship? (Winning Product Answer: Yes)
32. Does the product lead itself to repeat sales? (Winning Product Answer: Yes)
33. And, to add a little humor, “If my family likes it, forget it.” Select products that your target audience likes and wants, and not what you like or want, unless you and your family are your target market.