







ID		Task Name	Duration	Start	Finish
1		<b>Placement - Sales</b>	<b>717 days?</b>	<b>Wed 9/3/03</b>	<b>Thu 6/1/06</b>
2		Start with direct sales, move to indirect with non-house accounts	1 day?	Wed 9/3/03	Wed 9/3/03
3		<b>Direct Sales (see Sales Gantt chart for more details)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
13		<b>Indirect sales</b>	<b>717 days?</b>	<b>Wed 9/3/03</b>	<b>Thu 6/1/06</b>
14		<b>Phase I - Setup reseller program - Use Chanimal templates</b>	<b>9.7 days?</b>	<b>Wed 9/3/03</b>	<b>Tue 9/16/03</b>
15		<b>Review matrix of reseller levels with benefits and requirements</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
16		Review top 3 competitor's programs (use matrix)	1 day?	Wed 9/3/03	Wed 9/3/03
17		Setup Co-op and MDF policies and guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
18		<b>Reseller kit w/program descriptions</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
19		Intro letter	1 day?	Wed 9/3/03	Wed 9/3/03
20		Reseller PowerPoint	1 day?	Wed 9/3/03	Wed 9/3/03
21		Checklist	1 day?	Wed 9/3/03	Wed 9/3/03
22		Reseller application	1 day?	Wed 9/3/03	Wed 9/3/03
23		Reseller agreement	1 day?	Wed 9/3/03	Wed 9/3/03
24		Define levels (authorized, Gold, Platinum)	1 day?	Wed 9/3/03	Wed 9/3/03
25		Contact information	1 day?	Wed 9/3/03	Wed 9/3/03
26		Publish reseller NFR prices	1 day?	Wed 9/3/03	Wed 9/3/03
27		Distribution/internal part numbers	1 day?	Wed 9/3/03	Wed 9/3/03
28		Customer PowerPoint	1 day?	Wed 9/3/03	Wed 9/3/03
29		Training requirements	1 day?	Wed 9/3/03	Wed 9/3/03
30		Support requirements and schedules for training	1 day?	Wed 9/3/03	Wed 9/3/03
31		Collateral order form	1 day?	Wed 9/3/03	Wed 9/3/03
32		Q&A	1 day?	Wed 9/3/03	Wed 9/3/03
33		Include collateral samples (folder, sell sheet, product slick, promo CD-ROM, eval CD-ROM)	1 day?	Wed 9/3/03	Wed 9/3/03
34		Include product reviews	1 day?	Wed 9/3/03	Wed 9/3/03
35		<b>Reseller Sales &amp; Training Kit</b>	<b>9.7 days</b>	<b>Wed 9/3/03</b>	<b>Tue 9/16/03</b>
36		Folder (Generic - Reseller label)	0.1 days	Wed 9/3/03	Wed 9/3/03
37		Product Datasheets	2 days	Wed 9/3/03	Fri 9/5/03
38		Sell Sheet (SKU, Price, Positioning, Weight, Box/Palet Size, etc.)	0.5 days	Fri 9/5/03	Fri 9/5/03
39		Reseller NFR Prices	0.2 days	Fri 9/5/03	Fri 9/5/03
40		Demo Script (How to demo - persuasively)	0.5 days	Fri 9/5/03	Mon 9/8/03
41		Sales Script (How to sell)	0.5 days	Mon 9/8/03	Mon 9/8/03
42		Basic Technical Training	0.2 days	Mon 9/8/03	Mon 9/8/03
43		Q & A	0.2 days	Tue 9/9/03	Tue 9/9/03
44		Video Training Overview (installation, sales video)	4 days	Tue 9/9/03	Mon 9/15/03
45		Web resources (training, competition, specials, etc.)	1 day	Mon 9/15/03	Tue 9/16/03
46		Sample Monthly Newsletter/Web-based (e-mail notification) - create template, sample current news	0.5 days	Tue 9/16/03	Tue 9/16/03
47		<b>Distribution Kit</b>	<b>0.5 days</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>


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48		Folder Label	0.1 days	Wed 9/3/03	Wed 9/3/03
49		Reseller Kit	0.1 days	Wed 9/3/03	Wed 9/3/03
50		Disty Promotions	0.3 days	Wed 9/3/03	Wed 9/3/03
51		Review reseller kit w/team	0.2 days	Wed 9/3/03	Wed 9/3/03
52		Revise reseller kit	0.5 days	Wed 9/3/03	Thu 9/4/03
53		Sign-off on kit	0.1 days	Thu 9/4/03	Thu 9/4/03
54		<b>Website: Setup Reseller section</b>	<b>3.5 days</b>	<b>Thu 9/4/03</b>	<b>Tue 9/9/03</b>
55		<b>Initial non-password protected section</b>	<b>0.4 days</b>	<b>Thu 9/4/03</b>	<b>Thu 9/4/03</b>
56		Basic description of reseller program	0.3 days	Thu 9/4/03	Thu 9/4/03
57		e-mail form for inquiry & qualifying (submit fields)	0.1 days	Thu 9/4/03	Thu 9/4/03
58		<b>Password protected</b>	<b>3.1 days</b>	<b>Thu 9/4/03</b>	<b>Tue 9/9/03</b>
59		Home page - News, what's new	0.3 days	Thu 9/4/03	Thu 9/4/03
60		Collateral section (PowerPoints, PDF, etc.)	0.2 days	Fri 9/5/03	Fri 9/5/03
61		Training section (initial, add more later)	0.5 days	Fri 9/5/03	Fri 9/5/03
62		Competitive section (overcoming objections, business intelligence feedback)	0.5 days	Fri 9/5/03	Mon 9/8/03
63		Lead dissemination, follow-up (manual initially, automated later)	0.1 days	Mon 9/8/03	Mon 9/8/03
64		Product feature suggestions (Form or Forum based)	0.5 days	Mon 9/8/03	Mon 9/8/03
65		Other	1 day	Mon 9/8/03	Tue 9/9/03
66		<b>Phase II - Recruit resellers</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
67		<b>Setup distribution agreements ("if" two tier is decided) with at least 2 major distributors</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
68		Aggregator - if applicable	1 day?	Wed 9/3/03	Wed 9/3/03
69		Ingram Micro	1 day?	Wed 9/3/03	Wed 9/3/03
70		Navarre	1 day?	Wed 9/3/03	Wed 9/3/03
71		Tech Data	1 day?	Wed 9/3/03	Wed 9/3/03
72		<b>Identify target resellers</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
73		Profile reseller type (size, markets, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
74		<b>Compile list</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
75		Distribution lists/promos (if two-tier distribution) - target like, competitive or complementary resellers	1 day?	Wed 9/3/03	Wed 9/3/03
76		Contact list rental companies (VAR Business, VAR Business List, D&B, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
77		Compile alliance resellers (like or complimentary products)	1 day?	Wed 9/3/03	Wed 9/3/03
78		Compile competition's resellers	1 day?	Wed 9/3/03	Wed 9/3/03
79		Determine contact manager for database management	1 day?	Wed 9/3/03	Wed 9/3/03
80		Setup in-bound call contact	1 day?	Wed 9/3/03	Wed 9/3/03
81		<b>Contact and recruit resellers</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
82		Decide possible promotions (based on budget and resources)	1 day?	Wed 9/3/03	Wed 9/3/03
83		<b>PR - Press coverage to VAR publications - our market, potential opportunity</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
84		<b>Identify target media</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
85		Computer Reseller News	1 day?	Wed 9/3/03	Wed 9/3/03

ID		Task Name	Duration	Start	Finish
86		VARBusiness	1 day?	Wed 9/3/03	Wed 9/3/03
87		Channel Advocate	1 day?	Wed 9/3/03	Wed 9/3/03
88		Other channel publications (North American and International)	1 day?	Wed 9/3/03	Wed 9/3/03
89		Product categorie publications (covered in overall press section)	1 day?	Wed 9/3/03	Wed 9/3/03
90		<b>Review editorial schedules - create master schedule</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
91		Product schedules	1 day?	Wed 9/3/03	Wed 9/3/03
92		Reseller program schedules (best reseller program)	1 day?	Wed 9/3/03	Wed 9/3/03
93		Submit product for reviews, articles on schedule	1 day?	Wed 9/3/03	Wed 9/3/03
94		Issue press release on new product & reseller program	1 day?	Wed 9/3/03	Wed 9/3/03
95		<b>Contact alliance partner's resellers - joint alliance package, e-mail and phone, alliance promo</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
96		See alliance section for setup	1 day?	Wed 9/3/03	Wed 9/3/03
97		<b>Direct mail &amp; e-mail packages to competition's resellers (on-line response pages)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
98		<b>Create lists</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
99		Compile list from database (above) to determine which targets	1 day?	Wed 9/3/03	Wed 9/3/03
100		Competition	1 day?	Wed 9/3/03	Wed 9/3/03
101		Alliances	1 day?	Wed 9/3/03	Wed 9/3/03
102		Profile accounts (market segment, SI, VARs, Retail, certification, competition, alliance, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
103		<b>Create direct piece (typically postcards 5x7)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
104		<b>E-mail</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
105		Review repeatable Chanimal templates	1 day?	Wed 9/3/03	Wed 9/3/03
106		Create 3 e-mails	1 day?	Wed 9/3/03	Wed 9/3/03
107		Create 2 NFR follow-up e-mails	1 day?	Wed 9/3/03	Wed 9/3/03
108		Setup database fields & repeatable campaign process	1 day?	Wed 9/3/03	Wed 9/3/03
109		Initial Phase I with first round	1 day?	Wed 9/3/03	Wed 9/3/03
110		Follow-up with NFR downloads	1 day?	Wed 9/3/03	Wed 9/3/03
111		Sign-up (move to enablement w/orientation meeting)	1 day?	Wed 9/3/03	Wed 9/3/03
112		<b>Mail (typically 8.5 x 5.5 postcards)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
113		Create piece	1 day?	Wed 9/3/03	Wed 9/3/03
114		Determine list (above)	1 day?	Wed 9/3/03	Wed 9/3/03
115		Mail	1 day?	Wed 9/3/03	Wed 9/3/03
116		Follow-up on responses & sign up	1 day?	Wed 9/3/03	Wed 9/3/03
117		<b>VAR Publication e-mails</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
118		Determine which publication (VARBusiness)	1 day?	Wed 9/3/03	Wed 9/3/03
119		Write copy	1 day?	Wed 9/3/03	Wed 9/3/03
120		Submit & Follow-up on downloads	1 day?	Wed 9/3/03	Wed 9/3/03
121		Consider VARVision or VAR Xchange - depending on reseller attendee profiles	1 day?	Wed 9/3/03	Wed 9/3/03
122		<b>National road show (4 other partners, they pay). Include resellers &amp; prospects (different times)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
123		Identify target alliances	1 day?	Wed 9/3/03	Wed 9/3/03



ID		Task Name	Duration	Start	Finish
124		Create program outline & direct mail draft	1 day?	Wed 9/3/03	Wed 9/3/03
125		Identify location targets	1 day?	Wed 9/3/03	Wed 9/3/03
126		Sign up alliances	1 day?	Wed 9/3/03	Wed 9/3/03
127		Compile lists	1 day?	Wed 9/3/03	Wed 9/3/03
128		Book facilities, flight, equipment, etc.	1 day?	Wed 9/3/03	Wed 9/3/03
129		Solidify draft	1 day?	Wed 9/3/03	Wed 9/3/03
130		Print	1 day?	Wed 9/3/03	Wed 9/3/03
131		Mail	1 day?	Wed 9/3/03	Wed 9/3/03
132		Create presentations	1 day?	Wed 9/3/03	Wed 9/3/03
133		Present and sign-up	1 day?	Wed 9/3/03	Wed 9/3/03
134		Combine with company presentations per region (more)	1 day?	Wed 9/3/03	Wed 9/3/03
135		<b>Hire Temp firm to contact VARs and sign up</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
136		Identify best organization (depending on needs)	1 day?	Wed 9/3/03	Wed 9/3/03
137		Sign up	1 day?	Wed 9/3/03	Wed 9/3/03
138		Train reps	1 day?	Wed 9/3/03	Wed 9/3/03
139		Presentations to resellers	1 day?	Wed 9/3/03	Wed 9/3/03
140		Follow up and sign-up	1 day?	Wed 9/3/03	Wed 9/3/03
141		Direct mail via card decks	1 day?	Wed 9/3/03	Wed 9/3/03
142		Advertise in reseller trade pubs	1 day?	Wed 9/3/03	Wed 9/3/03
143		Attend reseller-centric trade show	1 day?	Wed 9/3/03	Wed 9/3/03
144		<b>Phase III - Enablement</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
145		<b>Orientation Meeting (within days of sign-up)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
146		Review portal (deal registration, lead process, resources)	1 day?	Wed 9/3/03	Wed 9/3/03
147		Review product - live demo	1 day?	Wed 9/3/03	Wed 9/3/03
148		Set 90 day goals	1 day?	Wed 9/3/03	Wed 9/3/03
149		<b>Reseller Product/Market Training</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
150		Create certification program requirements overview and details	1 day?	Wed 9/3/03	Wed 9/3/03
151		Decide location - own city or key field locations, physical vs. on-line	1 day?	Wed 9/3/03	Wed 9/3/03
152		Determine who will train and cross-train our team	1 day?	Wed 9/3/03	Wed 9/3/03
153		Setup training schedule & publish	1 day?	Wed 9/3/03	Wed 9/3/03
154		<b>Create training materials</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
155		Product training	1 day?	Wed 9/3/03	Wed 9/3/03
156		Market, positioning, sales, competition training materials	1 day?	Wed 9/3/03	Wed 9/3/03
157		Testing and certification	1 day?	Wed 9/3/03	Wed 9/3/03
158		<b>Monthly reseller newsletter (web based, e-mail notify)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
159		Setup first 6 month editorial schedule	1 day?	Wed 9/3/03	Wed 9/3/03
160		Determine format	1 day?	Wed 9/3/03	Wed 9/3/03
161		Assign an editor (usually Product Manager first)	1 day?	Wed 9/3/03	Wed 9/3/03

ID		Task Name	Duration	Start	Finish
162		<b>Setup annual promotional schedule (by reseller/customer type)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
163		Based on product release	1 day?	Wed 9/3/03	Wed 9/3/03
164		Based on seasonality (if exists)	1 day?	Wed 9/3/03	Wed 9/3/03
165		Based on on-going competitive response (their published/projected release schedules)	1 day?	Wed 9/3/03	Wed 9/3/03
166		Annual reseller conference	1 day?	Wed 9/3/03	Wed 9/3/03
167		<b>Program refinements</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
168		Get feedback	1 day?	Wed 9/3/03	Wed 9/3/03
169		Validate	1 day?	Wed 9/3/03	Wed 9/3/03
170		Make improvements	1 day?	Wed 9/3/03	Wed 9/3/03
171		<b>Create Reseller Partner Council - Research</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
172		Identify partner candidates	1 day?	Wed 9/3/03	Wed 9/3/03
173		Contact partner candidates	1 day?	Wed 9/3/03	Wed 9/3/03
174		Send & Review criteria, commitment & objectives	1 day?	Wed 9/3/03	Wed 9/3/03
175		Review reseller program and kit & get feedback	1 day?	Wed 9/3/03	Wed 9/3/03
176		Formally sign up partner council candidates	1 day?	Wed 9/3/03	Wed 9/3/03
177		Setup 1st Council meeting (at annual conference, via webinar, one-on-one, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
178		<b>Reseller Promotions - ongoing</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
179		Follow Co-op & MDF policies (revenue based collaboration)	1 day?	Wed 9/3/03	Wed 9/3/03
180		<b>International</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
181		Discuss international with alliances	1 day?	Wed 9/3/03	Wed 9/3/03
182		Review competitor's international penetration approach	1 day?	Wed 9/3/03	Wed 9/3/03
183		Determine which regions to pursue first (prioritize)	1 day?	Wed 9/3/03	Wed 9/3/03
184		Translate product documentation, external labels	1 day?	Wed 9/3/03	Wed 9/3/03
185		<b>Modify existing collateral (no competitive matrix in Germany, etc.)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
186		No competitive matrix in Germany	1 day?	Wed 9/3/03	Wed 9/3/03
187		Translation of materials (diversified pictures)	1 day?	Wed 9/3/03	Wed 9/3/03
188		Identify International rep firms/regional specialists	1 day?	Wed 9/3/03	Wed 9/3/03
189		Determine startegy - Internal sales, rep firm/distributor	1 day?	Wed 9/3/03	Wed 9/3/03
190		Determine if will do it yourself or hire help	1 day?	Wed 9/3/03	Wed 9/3/03
191		<b>Do it Internally</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
192		Secure list of resellers by country	1 day?	Wed 9/3/03	Wed 9/3/03
193		Secure list of distributors by country	1 day?	Wed 9/3/03	Wed 9/3/03
194		Recruiting	1 day?	Wed 9/3/03	Wed 9/3/03
195		<b>Sign up distributors per region</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
196		Follow applicable "recruiting reseller" promotions above	1 day?	Wed 9/3/03	Wed 9/3/03
197		Setup localized production, replication (if applicable)	1 day?	Wed 9/3/03	Wed 9/3/03
198		Stock inventory	1 day?	Wed 9/3/03	Wed 9/3/03
199		Follow on-going enablement	1 day?	Wed 9/3/03	Wed 9/3/03





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200		<b>Alliance marketing</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
201		<b>Setup &amp; Definition Stage</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
202		Define objectives	1 day?	Wed 9/3/03	Wed 9/3/03
203		<b>Use Chanimal alliance spreadsheet</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
204		<b>Identify potential alliance and categories based on product, complimentary sales, etc.</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
205		Identify top 5 market segments	1 day?	Wed 9/3/03	Wed 9/3/03
206		Identify major complimentary, non-competitive products/companies in each segment	1 day?	Wed 9/3/03	Wed 9/3/03
207		Determine the business model (why form alliance) for each alliance (may be same/category)	1 day?	Wed 9/3/03	Wed 9/3/03
208		Prioritize alliances into top 10, top 25, self-serve	1 day?	Wed 9/3/03	Wed 9/3/03
209		Create alliance policies - screening criteria and process to determine a "good" alliance	1 day?	Wed 9/3/03	Wed 9/3/03
210		<b>Alliance kit</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
211		Program introduction letter (to prospective partners, simple--but ready to use)	1 day?	Wed 9/3/03	Wed 9/3/03
212		Alliance program agenda (sales, product marketing, marcom) - how will each group make more money	1 day?	Wed 9/3/03	Wed 9/3/03
213		Alliance meeting Powerpoint (describe the program, objectives, benefits & process)	1 day?	Wed 9/3/03	Wed 9/3/03
214		Create Alliance agreement	1 day?	Wed 9/3/03	Wed 9/3/03
215		Non-disclosure agreement (NDA)	1 day?	Wed 9/3/03	Wed 9/3/03
216		Logo usage guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
217		Hi-level roadmap	1 day?	Wed 9/3/03	Wed 9/3/03
218		Calendar of events (for cross-promotions)	1 day?	Wed 9/3/03	Wed 9/3/03
219		Alliance product order form	1 day?	Wed 9/3/03	Wed 9/3/03
220		List of internal contacts	1 day?	Wed 9/3/03	Wed 9/3/03
221		Alliance workshop agenda & worksheet	1 day?	Wed 9/3/03	Wed 9/3/03
222		Alliance presentation PowerPoint - what is the alliance program?	1 day?	Wed 9/3/03	Wed 9/3/03
223		Company sales script and presentation (for them to sell us)	1 day?	Wed 9/3/03	Wed 9/3/03
224		Define and create Alliance portal	1 day?	Wed 9/3/03	Wed 9/3/03
225		<b>Recruiting Stage</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
226		Contact Top 10 alliances in each category	1 day?	Wed 9/3/03	Wed 9/3/03
227		<b>Setup formal alliance meeting (phone, perhaps in person) - Ken, Ted, etc.</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
228		Create an agenda and send to teams	1 day?	Wed 9/3/03	Wed 9/3/03
229		Set appointments	1 day?	Wed 9/3/03	Wed 9/3/03
230		Attend the meetings	1 day?	Wed 9/3/03	Wed 9/3/03
231		Follow up on action items	1 day?	Wed 9/3/03	Wed 9/3/03
232		<b>Setup alliance launch meeting w/product, sales and marketing</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
233		Align product management (align roadmaps)	0.67 days?	Wed 9/3/03	Wed 9/3/03
234		Align sales (joint calls, joint accounts)	0.75 days?	Wed 9/3/03	Wed 9/3/03
235		Align marketing communications (cross promotions, database, website, ads, PR, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
236		Each group creates a plan of action - how to work together and make more money	1 day?	Wed 9/3/03	Wed 9/3/03
237		Execute & facilitate plans (joint sales, joint roadmap, joint marketing programs)	1 day?	Wed 9/3/03	Wed 9/3/03





ID		Task Name	Duration	Start	Finish
238		Contact next top 25 - follow guidelines	1 day?	Wed 9/3/03	Wed 9/3/03
239		Setup "self-serve" alliance information, sign-up with "rest of world"	1 day?	Wed 9/3/03	Wed 9/3/03
240		<b>Development and promotions stage</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
241		Complete alliance workshop & execute according to results	1 day?	Wed 9/3/03	Wed 9/3/03
242		Setup on-site meeting if needed	1 day?	Wed 9/3/03	Wed 9/3/03
243		Issue Alliance press release	1 day?	Wed 9/3/03	Wed 9/3/03
244		Link Web sites	1 day?	Wed 9/3/03	Wed 9/3/03
245		Add to Alliance Web portal	1 day?	Wed 9/3/03	Wed 9/3/03
246		Exchange demo software, scripts, materials	1 day?	Wed 9/3/03	Wed 9/3/03
247		Prepare and submit ongoing alliance joint promotions	1 day?	Wed 9/3/03	Wed 9/3/03
248		<b>OEM (see <a href="http://www.chanimal.com/html/alliances_oem.html">www.chanimal.com/html/alliances_oem.html</a>)</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
249		Determine if will use OEM rep firm, or do it yourself	1 day?	Wed 9/3/03	Wed 9/3/03
250		Determine OEM product (disabled, time limited, upgrade path, etc.)	1 day?	Wed 9/3/03	Wed 9/3/03
251		Determine OEM pricing	1 day?	Wed 9/3/03	Wed 9/3/03
252		<b>Identify potential OEM candidates</b>	<b>1 day?</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
253		Alliance partners	1 day?	Wed 9/3/03	Wed 9/3/03
254		Others	1 day?	Wed 9/3/03	Wed 9/3/03
255		Contact OEM candidates	1 day?	Wed 9/3/03	Wed 9/3/03
256		Presentations	1 day?	Wed 9/3/03	Wed 9/3/03
257		Contract negotiation	1 day?	Wed 9/3/03	Wed 9/3/03
258		<b>Affiliate program (cross promote others (books, resources, banners))</b>	<b>717 days?</b>	<b>Wed 9/3/03</b>	<b>Thu 6/1/06</b>
259		Hire Intern or FT to setup and/or run program	1 day	Wed 9/3/03	Wed 9/3/03
260		<b>Create the affiliate program</b>	<b>3 days</b>	<b>Wed 9/3/03</b>	<b>Fri 9/5/03</b>
261		<b>Research and identify required features for a top-knotch affiliate program</b>	<b>0.5 days</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
262		Review Wilson Web report on affiliate program	0.5 days	Wed 9/3/03	Wed 9/3/03
263		<b>Identify and join several top affiliate programs - see what is "inside" (Business Plan)</b>	<b>0.3 days</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
264		Kowabunga	0.1 days	Wed 9/3/03	Wed 9/3/03
265		Find another affiliate program	0.3 days	Wed 9/3/03	Wed 9/3/03
266		Palo Alto	0.1 days	Wed 9/3/03	Wed 9/3/03
267		Carry A Tune	0.1 days	Wed 9/3/03	Wed 9/3/03
268		Find a Commission Junction program	0.2 days	Wed 9/3/03	Wed 9/3/03
269		Make recommendation for software to manage affiliate program (Wilson Web report)	0.2 days	Wed 9/3/03	Wed 9/3/03
270		Evaluate internal affiliate software program/software - Do we have any? What research already done?	0.2 days	Wed 9/3/03	Wed 9/3/03
271		<b>Create our formal affiliate program (classify major, self-serve)</b>	<b>3 days</b>	<b>Wed 9/3/03</b>	<b>Fri 9/5/03</b>
272		Create the categories of information	0.1 days	Wed 9/3/03	Wed 9/3/03
273		Create the text (search and replace wherever possible)	2 days	Wed 9/3/03	Thu 9/4/03
274		Make a recommendation on program policies, margins, etc.	0.2 days	Wed 9/3/03	Wed 9/3/03
275		Route the text and get sign off	0.3 days	Wed 9/3/03	Wed 9/3/03





ID		Task Name	Duration	Start	Finish
276		Import the text into system and HTML	3 days	Wed 9/3/03	Fri 9/5/03
277		Setup affiliate software on our servers	2 days	Wed 9/3/03	Thu 9/4/03
278		Hook it into our shopping cart	2 days	Wed 9/3/03	Thu 9/4/03
279		Configure software	0.5 days	Wed 9/3/03	Wed 9/3/03
280		Create banner ads	0.5 days	Wed 9/3/03	Wed 9/3/03
281		Link to Website	0.1 days	Wed 9/3/03	Wed 9/3/03
282		Route for sign-off	0.2 days	Wed 9/3/03	Wed 9/3/03
283		Beta test	0.5 days	Wed 9/3/03	Wed 9/3/03
284		NOTE: Dates above not calculated. Start below.	0.01 days	Wed 9/3/03	Wed 9/3/03
285		<b>Recruit affiliate partners</b>	<b>698 days</b>	<b>Wed 9/3/03</b>	<b>Fri 5/5/06</b>
286		Set objectives & goals (100 affiliates (100 copies), etc.)	0.1 days	Wed 9/3/03	Wed 9/3/03
287		<b>Identify and classify top market segments to target. Could include:</b>	<b>10 days</b>	<b>Wed 9/3/03</b>	<b>Tue 9/16/03</b>
288		Talk to Online Ombudsman - get weekly posing list (not there anymore)	1 day	Wed 9/3/03	Wed 9/3/03
289		Get list of competitor's (or similar apps)	0.2 days	Wed 9/3/03	Wed 9/3/03
290		Competitor's - resellers and affiliates. Reviewed.	0.3 days	Wed 9/3/03	Wed 9/3/03
291		Webmaster locations	0.4 days	Wed 9/3/03	Wed 9/3/03
292		Associations	0.5 days	Wed 9/3/03	Wed 9/3/03
293		Web publications	0.5 days	Wed 9/3/03	Wed 9/3/03
294		Small Business	0.5 days	Wed 9/3/03	Wed 9/3/03
295		Forums	0.5 days	Wed 9/3/03	Wed 9/3/03
296		Link Directories (top 50). Locate and post our program in each applicable directory.	10 days	Wed 9/3/03	Tue 9/16/03
297		<b>Create Recruiting Templates</b>	<b>0.5 days</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
298		Create introduction "invitation to join" e-mail, etc.	0.2 days	Wed 9/3/03	Wed 9/3/03
299		Create follow-up e-mails	0.5 days	Wed 9/3/03	Wed 9/3/03
300		Route letter internally	0.2 days	Wed 9/3/03	Wed 9/3/03
301		<b>Conduct Initial Trial</b>	<b>7 days</b>	<b>Wed 9/3/03</b>	<b>Thu 9/11/03</b>
302		Search for Websites	7 days	Wed 9/3/03	Thu 9/11/03
303		E-mail each contact	3 days	Wed 9/3/03	Fri 9/5/03
304		Follow Up Calls	5 days	Wed 9/3/03	Tue 9/9/03
305		Campaign analysis & go/no go decision	1 day	Wed 9/3/03	Wed 9/3/03
306		<b>Evaluate list brokers for affiliate targets, etc.</b>	<b>618 days</b>	<b>Wed 9/3/03</b>	<b>Fri 1/13/06</b>
307		Locate list, set list criteria	1 day	Fri 1/13/06	Fri 1/13/06
308		Purchase List	3 days	Wed 9/3/03	Fri 9/5/03
309		Register with Link Directories	5 days	Wed 9/3/03	Tue 9/9/03
310		<b>Setup Contact Management Software</b>	<b>1 day</b>	<b>Wed 9/3/03</b>	<b>Wed 9/3/03</b>
311		Setup Goldmine Database (fields, templates, etc.)	1 day	Wed 9/3/03	Wed 9/3/03
312		Train intern/FT person on Goldmine system	0.5 days	Wed 9/3/03	Wed 9/3/03
313		<b>Initiate Full Scale Affiliate Recruiting</b>	<b>698 days</b>	<b>Wed 9/3/03</b>	<b>Fri 5/5/06</b>



ID		Task Name	Duration	Start	Finish
314		Compile e-mails from purchased list	1 day	Wed 9/3/03	Wed 9/3/03
315		<b>First Recruiting Wave</b>	<b>689 days</b>	<b>Wed 9/3/03</b>	<b>Mon 4/24/06</b>
316		Search e-mails for first 1000	5 days	Wed 9/3/03	Tue 9/9/03
317		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
318		E-mail follow-up rounds (2-3 days apart)	6 days	Wed 9/3/03	Wed 9/10/03
319		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
320		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
321		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
322		Analysis of Telemarketing campaign	1 day	Mon 4/24/06	Mon 4/24/06
323		Decide value of calls (if good, finish telemarketing, if not so valuable, continue with e-mail waves)	0.5 days	Mon 4/17/06	Mon 4/17/06
324		<b>2nd Recruiting Wave</b>	<b>698 days</b>	<b>Wed 9/3/03</b>	<b>Fri 5/5/06</b>
325		Search e-mails for next 1000	5 days	Mon 5/1/06	Fri 5/5/06
326		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
327		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03
328		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
329		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	Wed 9/3/03	Thu 9/4/03
330		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
331		Analysis of Telemarketing campaign	2 days	Wed 9/3/03	Thu 9/4/03
332		<b>3rd Recruiting Wave</b>	<b>5 days</b>	<b>Wed 9/3/03</b>	<b>Tue 9/9/03</b>
333		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
334		E-mail first round	2 days	Wed 9/3/03	Thu 9/4/03
335		E-mail follow-up rounds	2 days	Wed 9/3/03	Thu 9/4/03
336		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
337		Analysis of campaign (determine best sic codes, refinements in approach)	2 days	Wed 9/3/03	Thu 9/4/03
338		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
339		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
340		<b>4th Recruiting Wave</b>	<b>5 days</b>	<b>Wed 9/3/03</b>	<b>Tue 9/9/03</b>
341		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
342		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
343		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03
344		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
345		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
346		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
347		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
348		<b>5th Recruiting Wave</b>	<b>5 days</b>	<b>Wed 9/3/03</b>	<b>Tue 9/9/03</b>
349		Search e-mails for next 1000	5 days	Wed 9/3/03	Tue 9/9/03
350		E-mail first round	1 day	Wed 9/3/03	Wed 9/3/03
351		E-mail follow-up rounds	1 day	Wed 9/3/03	Wed 9/3/03

ID		Task Name	Duration	Start	Finish
352		Call Interested prospects	5 days	Wed 9/3/03	Tue 9/9/03
353		Analysis of campaign (determine best sic codes, refinements in approach)	1 day	Wed 9/3/03	Wed 9/3/03
354		Telemarketing campaign into 100 prospects (that matched most fruitfull SIC codes)	5 days	Wed 9/3/03	Tue 9/9/03
355		Analysis of Telemarketing campaign	1 day	Wed 9/3/03	Wed 9/3/03
356		Determine value of calling into the rest of the leads	1 day	Wed 9/3/03	Wed 9/3/03
357		<b>Enable affiliates (ongoing)</b>	<b>19 days?</b>	<b>Mon 5/8/06</b>	<b>Thu 6/1/06</b>
358		<b>Ensure reports are automatically provided monthly for affiliates (sales and traffic)</b>	<b>19 days?</b>	<b>Mon 5/8/06</b>	<b>Thu 6/1/06</b>
359		Jan	1 day?	Mon 5/8/06	Mon 5/8/06
360		Feb	1 day?	Mon 5/8/06	Mon 5/8/06
361		Mar	1 day?	Mon 5/8/06	Mon 5/8/06
362		April	1 day?	Mon 5/8/06	Mon 5/8/06
363		May	1 day	Mon 5/8/06	Mon 5/8/06
364		June	1 day	Thu 6/1/06	Thu 6/1/06
365		July	1 day	Mon 5/8/06	Mon 5/8/06
366		Aug	1 day	Mon 5/8/06	Mon 5/8/06
367		Sept	1 day	Mon 5/8/06	Mon 5/8/06
368		Oct	1 day	Mon 5/8/06	Mon 5/8/06
369		Nov	1 day	Mon 5/8/06	Mon 5/8/06
370		Dec	1 day	Mon 5/8/06	Mon 5/8/06
371		Refine online "help you sell more" tips and tricks (what pulls, ideas for copy)	0.5 days	Mon 5/8/06	Mon 5/8/06
372		Create affiliate/partner forum (Recommend vBulletin BBS)	2 days	Mon 5/8/06	Tue 5/9/06
373		Create end user forum (invite affiliates to moderate)	1 day	Mon 5/8/06	Mon 5/8/06
374		Help new enrolles to setup links - if applicable (refine instructions)	0.5 days	Mon 5/8/06	Mon 5/8/06
375		<b>Initiate and drive quarterly newsletter (affiliates and customers)</b>	<b>2 days?</b>	<b>Mon 5/8/06</b>	<b>Tue 5/9/06</b>
376		Create editorial calendar	0.5 days	Mon 5/8/06	Mon 5/8/06
377		<b>January</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
378		Create newsletter	1 day?	Mon 5/8/06	Mon 5/8/06
379		E-mail newsletter	1 day?	Mon 5/8/06	Mon 5/8/06
380		<b>April</b>	<b>2 days</b>	<b>Mon 5/8/06</b>	<b>Tue 5/9/06</b>
381		Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
382		E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
383		<b>July</b>	<b>2 days</b>	<b>Mon 5/8/06</b>	<b>Tue 5/9/06</b>
384		Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
385		E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
386		<b>October</b>	<b>2 days</b>	<b>Mon 5/8/06</b>	<b>Tue 5/9/06</b>
387		Create newsletter	2 days	Mon 5/8/06	Tue 5/9/06
388		E-mail newsletter	0.5 days	Mon 5/8/06	Mon 5/8/06
389		<b>Setup monthly/weekly Webinar for associates - recruit and assist</b>	<b>3 days</b>	<b>Mon 5/8/06</b>	<b>Wed 5/10/06</b>

ID		Task Name	Duration	Start	Finish
390		Create agenda	0.1 days	Mon 5/8/06	Mon 5/8/06
391		Create PowerPoint	1 day	Mon 5/8/06	Mon 5/8/06
392		Demo Script	1 day	Mon 5/8/06	Mon 5/8/06
393		Setup meeting (ongoing)	0.3 days	Mon 5/8/06	Mon 5/8/06
394		Invite attendees (ongoing)	1 day	Mon 5/8/06	Mon 5/8/06
395		Event (ongoing)	0.5 days	Mon 5/8/06	Mon 5/8/06
396		Follow-up to recruit (ongoing)	3 days	Mon 5/8/06	Wed 5/10/06
397		<b>Sign-up process</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
398		Prospect shows interest in affiliate program	1 day?	Mon 5/8/06	Mon 5/8/06
399		Prospect sign's up automatically	1 day?	Mon 5/8/06	Mon 5/8/06
400		<b>Affiliate Mgr site assessment</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
401		Affiliate Mgr reviews affiliate site & classifies (link/non-link)	1 day?	Mon 5/8/06	Mon 5/8/06
402		If "link" site: Finds recommended locations for links, content, banners	1 day?	Mon 5/8/06	Mon 5/8/06
403		E-mails or calls to setup appointment (or connect) with Intro meeting	1 day?	Mon 5/8/06	Mon 5/8/06
404		<b>Initial Setup, Intro &amp; Training Meeting</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
405		<b>Prospect contacted by Affiliate Mgr</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
406		If Not registered: Affiliate Mgr helps them log into portal and sign up	1 day?	Mon 5/8/06	Mon 5/8/06
407		<b>Affiliate Mgr reviews portal with new affiliate</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
408		Covers login, links, banners, stats, programs, provides contact info	1 day?	Mon 5/8/06	Mon 5/8/06
409		Sets up Webinar to review actual product (if applicable)	1 day?	Mon 5/8/06	Mon 5/8/06
410		Offer for Affiliate to Test Edit.com (test account)	1 day?	Mon 5/8/06	Mon 5/8/06
411		Affiliate attends Webinar to understand product	1 day?	Mon 5/8/06	Mon 5/8/06
412		<b>Post Webinar Discussion - Affiliate Plan of Action</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
413		<b>Agenda</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
414		Review of Webinar and feedback	1 day?	Mon 5/8/06	Mon 5/8/06
415		Help setup links & banners (if applicable)	1 day?	Mon 5/8/06	Mon 5/8/06
416		<b>Discuss affiliate's clients and approaches</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
417		Existing clients, future clients (build in capability)	1 day?	Mon 5/8/06	Mon 5/8/06
418		Discuss promotions (quickstart bonuses, how paid)	1 day?	Mon 5/8/06	Mon 5/8/06
419		<b>Review affiliate activities (what has worked best)</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
420		Webinars - Their accounts (existing and new)	1 day?	Mon 5/8/06	Mon 5/8/06
421		<b>Special Event invitations</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
422		<b>Special Events (Edit.com Sponsored) - Benefits to Affiliates &amp; their clients</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
423		Guest speaker special Webinar events (SoftwareCEO examples)	1 day?	Mon 5/8/06	Mon 5/8/06
424		Edit.com	1 day?	Mon 5/8/06	Mon 5/8/06
425		Wilson Web	1 day?	Mon 5/8/06	Mon 5/8/06
426		Affiliate Guru's	1 day?	Mon 5/8/06	Mon 5/8/06
427		ISP's	1 day?	Mon 5/8/06	Mon 5/8/06

ID		Task Name	Duration	Start	Finish
428		Webtrends	1 day?	Mon 5/8/06	Mon 5/8/06
429		Special topics, categories	1 day?	Mon 5/8/06	Mon 5/8/06
430		Review affiliate proposal copy (they can use in their bid process)	1 day?	Mon 5/8/06	Mon 5/8/06
431		<b>Prospecting (options: them, or we can help)</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
432		Review sample e-mail (taylored by type)	1 day?	Mon 5/8/06	Mon 5/8/06
433		Review sample web page (affiliate's own landing page for their e-mail campaign)	1 day?	Mon 5/8/06	Mon 5/8/06
434		Review PowerPoint & Product slick/Bullet Points for "self service"	1 day?	Mon 5/8/06	Mon 5/8/06
435		Setup timeline	1 day?	Mon 5/8/06	Mon 5/8/06
436		<b>Promotions</b>	<b>1 day?</b>	<b>Mon 5/8/06</b>	<b>Mon 5/8/06</b>
437		Follow-up on plan & Assist	1 day?	Mon 5/8/06	Mon 5/8/06
438		Conduct Webinars & Events	1 day?	Mon 5/8/06	Mon 5/8/06
439		Follow-up with Affiliate	1 day?	Mon 5/8/06	Mon 5/8/06
440		Follow-up with Attendees (Affiliate Mgr (volunteer) or affiliate does follow up)	1 day?	Mon 5/8/06	Mon 5/8/06
441		Sign-up Attendees	1 day?	Mon 5/8/06	Mon 5/8/06
442		Re-contact w/Affiliate and duplicate	1 day?	Mon 5/8/06	Mon 5/8/06
443		Re-visit prospecting process every quarter w/affiliates (MBO)	1 day?	Mon 5/8/06	Mon 5/8/06