

Professional Products Wins 5 Awards at SEMA Show

Powerfire Ignition - First Place - Best Engineered
 Powerfire Ignition - Global Media Award
 Powerjection III - Runner-Up - Street Performance
 Powerjection III - Global Media Award
 EFI Snorkle Assy. - Runner-Up - Street Performance

Powerfire™

Ready to run electronic distributor.
 \$160.00 Jobber



Advance or retard timing by 1/2-degree with every click of knob. Kit includes two caps (male and female terminals) and vacuum advance lockout.

30000 - SB & BB Chevy
 30001 - SB Ford
 30002 - 351W Ford

Powerjection III™



From \$1,495 Jobber

Lowest Cost EFI
 Minimal Wiring
 Self Learning
 Most Advanced

EFI Snorkel Assembly™

Available satin or polished. Accepts several throttle bodies. 360° adjustability.



From \$200 Jobber

EFI Snorkle Assemblies are shipping now. Powerjection III and Powerfire will ship within 90 days.

Professional Products

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 323-779-2020
 professional-products.com



sounding Off!

The Science of Launching a New Product

How many times have you been blind-sided when a new product launch doesn't go the way you planned? Doesn't it often seem that despite the attempts to organize the process, there are always a few contingencies you had not foreseen?

Breakdowns during a new product launch are the most common complaints we hear and usually include:

- The marketing team didn't start early enough and now we have too much inventory.
- The marketing team started too early. Now we have all these backorders and our competitors are starting to offer a similar product.
- The sales team didn't really understand key attributes of the product so sales have started off much slower than we expected.
- The packaging looks great, but it's late and it's missing some unique product features.
- One key customer looked at the product and said "Your product does the same thing as the xxx from XYZ Company, but is priced 20% higher."
- We missed the deadline for the catalog, so it will be months before our customers know how they can place an order.
- There was all this confusion about who signs off on product attributes, who manages the launch and how pricing gets approved.

These issues can certainly happen in any company. But, there's no need to repeat them. What if you could initiate a process that makes product launches far more effective?

A Product Launch That Worked - The Apple® iPhone™

Only on the market for just over 45 days, many marketing gurus have already called Apple's iPhone the best example ever of a well-orchestrated product launch. Think about it: over 3/4 of a million phones sold and activated in 3 days! Remember all the buzz and hype? Do you know ANYONE who wasn't wondering what the iPhone would REALLY do? Was there ANYONE not talking about it! Hey, it's a phone, almost as ubiquitous as a brake pad, an oil filter or a Starbucks outlet.

How did Apple do this?

I learned from an associate I know at Apple that it all starts with a highly collaborative interdepartmental environment that focuses on communication and cooperation. The mechanism, an online project

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