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management tool, is the glue that held the whole iPhone launch process together - and served multiple functions:

1. It required interdepartmental collaboration from the inception.
  - By using a shared checklist, product management, sales, marketing, finance and customer service all had to share their input and stay on top of their roles.
2. It helped focus marketing and other teams on deliverables and timelines.
3. Research came before action. (Remember Ready-Aim-Fire?)
  - Research needs to uncover competitive products, pricing and market timing so manufacturing would know the inventory required for the launch.
4. The sales model was enhanced.
  - The sales team, sales reps, customer service and distributors need to be trained to ensure timely shipping, knowledgeable customer and technical support, and so on.
5. Everyone knew where the process was at any given point in time.
  - Management and Sales could access the same information in real time, which meant when it came to revenue forecasting, there were few surprises.

This level of collaborative thinking is easier to implement than you might think. In fact, you do not have to be a multi-billion dollar enterprise like Apple to take advantage of the same kinds of collaborative technology. Software like Microsoft's Project and online collaborative databases like salesforce.com are available for almost every size company.

But whatever you do, do it now. Prevent those costly catastrophes from occurring - before your next big launch!

Source: *The Marx Group: April 2008*

## Taylor Foregoing Price Increase

Dear Valued Customer:

Taylor Cable is foregoing the decision of a planned price increase that was to become effective January 1, 2009. This is great news for you and your customers especially in a time of economic uncertainty and should help restore some consumer confidence for sales on Taylor Cable Products. Thank you for your continued support and trust and we look forward to working together to create additional sales opportunities in 2009.

Sincerely,  
 Dan McLaughlin  
 Director Of Sales/Marketing  
 Taylor Cable Products, Inc.

PWA

## Ford Mustang is the Popular Choice Among Teens



When asked which new car they would most like to buy, a recent survey reports that the majority of teens chose the Ford Mustang.

Mustang pricing is within reach of teenagers and parents, starting at less than \$20,000. The 2009 Mustang commemorates the 45th anniversary of America's favorite muscle car.

When he was in his early teens, Dan Vanderlip, Jr. of Clinton Township, Mich., fell in love with the Ford Mustang, so much so that he was determined to buy one when he turned 16.

Vanderlip, Jr. saved up all the money he earned working in his family's upholstery store, invested it wisely in the stock market (with a little coaching from his dad) and was on the verge of selling his beloved collection of rare baseball cards to come up with the remainder of the money he needed to buy the car - when his father stepped in to help. "He wanted that car so badly," said Dan Vanderlip, Sr. "I knew he was going to do whatever it took to get it, and I really didn't want him to have to sell his baseball cards." That was four years ago. Today, Vanderlip, Jr. - now 20 - is still the proud owner of that 2005 Ford Mustang GT.

Vanderlip, Jr. isn't the only teen smitten with Mustang. According to a survey by TRU (Teenage Research Unlimited), an organization specializing in youth market research, when asked which new car they would most like to buy, the majority of teens chose the Ford Mustang.

The "cool" factor of the Ford Mustang and the strong emotional response the vehicle evokes has been attracting people of all ages to the iconic muscle car ever since the first vehicle debuted at the World's Fair in New York in 1964. Today, one of out of every two sports cars sold in America is a Mustang.

Ford built its 9 millionth Mustang this year, and the company is commemorating another important milestone in pony car history with a special 45th anniversary edition for the 2009 model year.

Only a limited number of 2009 Mustangs - featuring 45th anniversary badging - are currently available for purchase, fueling speculation that the 2009 Ford Mustang model may one day become a collector's item.

Source: *J.D. Power & Associates: February 2008*

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