

SOAR

Situation Opportunity Action Result

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"Allan accomplished a number of business critical objectives, and established himself as an excellent manager. Al was able to work seamlessly with all levels of management, and was especially effective working with country managers and international vendors."

Ken Cheng, Vice President
– Foundry Networks



-  Smart marketers keep a check list of mandatory and best effort items needed for a launch. Good PR requires pre-planning and plenty of time to execute on the plan.
-  Global PR brings more challenges, so preparation and "what if" scenarios need to be worked out. If the key executive testimonial/quote you need isn't available, have 2 alternatives lined up at planning time. Worst case, you get all 3 to give a quote creating a nice reference list.

Product Launches



FOUNDRY
NETWORKS

Situation:

As part of a complete product launch for their new 10 gigabit switch, a complete series of new sales literature needed to be completed. Speed to sales was paramount.

Opportunity:

Part of the beta testing of their product, Foundry had 3 customers currently using their product. Included in the testing were a large Midwest hospital group; a small Southwest Telco/Utility; and an Eastern University with a very large campus. Marcom was called on to contact these customers and convince them to give a testimonial for a press release, and to develop a "use" story for sales.

Action:

Working with product marketing and field sales, we developed a cohesive plan of attack with pressure from sales on the customers, and a commitment from product marketing for writing support. I acted as the primary contact from marketing with the customers.

Result:

I was able to close 1 of the 3 in time for the product launch, and shortly after (1 month) closed the others for stories and testimonials used in future PR for Foundry. Additionally, I was able to use the contact from the small Telco/Utility as a speaker at a few of our road show events.

