



OAH TPP TIER 2 WORKSHOP

PACKAGING AND DISSEMINATION

Worksheet: Reframing the Dissemination Challenge: A Marketing and Distribution Perspective

Operational Functions	Explanation	Tier 2 Assessment <i>How has your program incorporated these operational functions? If it has not, what do you need to accomplish?</i>
Customer research and segmentation	Collecting and analyzing data from potential adopting organizations and developing data-driven segmentation strategies to inform target marketing and distribution systems.	
Packaging	Ensuring that products and be easily and safely transferred, are attractive to potential users, include all information required for use, and are simple to set up and operate.	
Promotion	Segmenting potential adopters into homogeneous groups by product needs, clustering together the product types that appeal to each group.	
Transfer	Moving products from producer to distributor.	
Distribution	Ensuring convenience, access, and choice in acquiring products.	
Inventory management	Tracking and maintaining supply of products and ordering.	



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Sales	Developing pricing strategy, negotiating price, processing payments, and evaluating sales.	
Communications	Development product information for users and ensuring that appropriate information is delivered before, during, and after user acquisition of a product.	
Training	Teacher users and potential users how to use a product, and developing appropriate self-guided instructional materials to accompany the product.	
Technical Assistance	Providing implementation support and ensuring availability of local agents who can assist in adapting product use to local conditions.	
Customer service	Ensuring rapid response to user needs and inquiries.	
Product service	Repairing products when broken and honoring warranties.	
Coordination	Ensuring that all intermediaries work harmoniously and adapt their functions to changing conditions, and evaluating their collective performance.	
Evaluation and data analysis	Assessing all aspects of marketing and distribution and applying findings to maximize system effectiveness and efficiency.	