

Marketing Options Analysis Timeline

Consulting stage (Bellman model)	Day #	Contact hours	Off-line hours	Actions
1. Entry	1	1		Discussed project, agreed project definition & expected results. <i>Developed proposed methodology.</i>
2. Contract				
3. Data collection	4	1		Presented proposed methodology, dug deeper into options and evaluation criteria. Eliminated 3 options based on this discussion. <i>Transcribed notes.</i>
4. Analysis				
5. Feedback	8	1		Reviewed process to date. Ranked criteria, discussed next steps. <i>Transcribed notes, emailed summary to Jeff.</i>
6. Alternatives				
7. Decision	9	.25		Jeff felt the decision was obvious after narrowing to top 3, ranking, and reading summary.
8. Action				Jeff will develop his own plans for implementing his decision
9. Evaluation				
10. Exit				
		3.25	3	