STAGE	1. Typical request	2. Stakeholders' discussion	3. Quote issued	4. Mock-up delivered
STAKEHOLDERS	Customer ↔ Dealer; Customer ↕ Design firm; Dealer ↔ Design firm	RFP → Dealer → STC Sales; STC Sales ↕ STC Navigator ↔ STC Experts	RFP → Dealer; Dealer ↕ RFQ; STC Sales	Mockup; Environment; STC Sales ↕ Customer; Mockup team
CHANNEL	Outlook, Phone, Meeting	Teams, Outlook, OneNote, smartsheet	Teams, SAP	Phone, CET, Meeting
ACTIONS	• Manage all accounts, projects and timelines	• Understanding customer's needs and goals • **Spliting RFP** into different product components • **Organize meetings:** Reaching out to STC experts, executives and navigators for team kickoff • **Make decisions** from a holistic view	• Rechecking RFQ product details • **Clarifying RFQ** with the dealer • **Providing info:** product options, price, lead time to dealer. • Kicking off mockup for specialties	• Keeping coordinating with the dealer and Mockup Team • Setting up pitch & environment
EMOTION	Stress level ☹️ Low confidence: no channel to customer	☹️ Low confidence: messy communication and lack of basis of design	😶 Medium confidence: with solid options for customers and dealer, but lack of design basis	😄 High confidence: be within a very competitive situation, and try their best to showcase the product
PROBLEMS	• Limited access to discuss with customerses	• **Heavy text and lack of visuals** • **Messy cross-channel messaging and info.** • **Not enough understanding of customer needs**	• **Lack of visualization** • **Unalignment on product** leading to additional guessing	• Concerns about the overall experience provided and showed • Worry about meeting the needs and expectations of customers/clients