

2019



April 1 - 3 • St. Louis, MO

STAKEHOLDER MEETING



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Fast Five: Tips for Fast and Painless SSL Product Qualification




Presenter



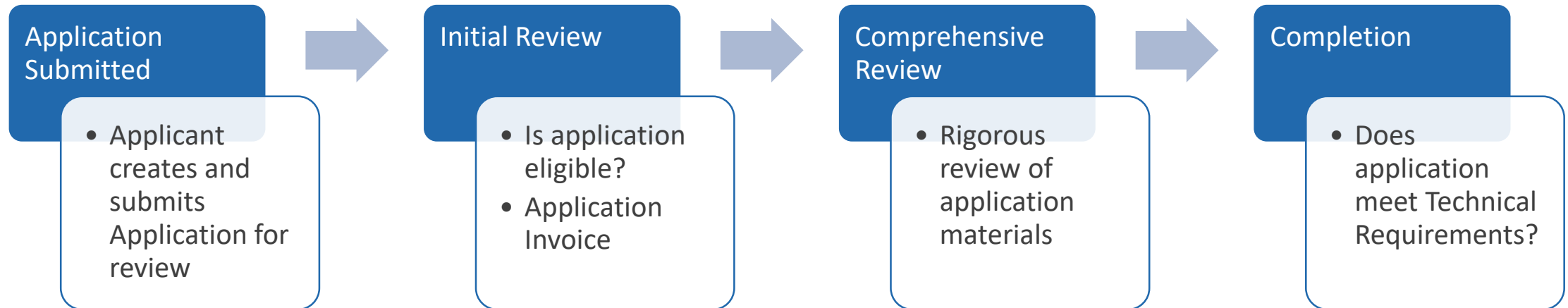
**Brady
Nemeth**
DLC



Breakout Session!

The DLC SSL Review Process:
A Look Behind the Curtain 
• Bernadette Boudreaux, DLC

Application Processing





Fast Five!

- Evaluate your industry partners
- Come prepared
- Verify your marketing
- Incomplete application forms
- Ask for help



Evaluate your industry partners

- Take ownership in your process
- Most application delays come from same small group
- Who are you working with?



Come prepared

"An ounce of prevention is equal to a pound of cure"

- Missing or incomplete application information makes up **75-80%** of application delays
- Currently averaging around 8 business days to resolve each issue



Verify your marketing

- Spec sheets not matching the application contents leave open-ended questions
- Examples:
 - *“The model number on the spec sheet is different than the application form”*
 - *“The dimensions on the PL spec sheet are different from what is shown on the OEM spec sheets”*
 - *“Please provide a spec sheet(s) that covers all of the products submitted”*
 - *“The spec sheet shows an operating voltage of 277-480, but the application shows 347-480”*
 - *“The spec sheet shows options which aren’t represented in the application”*



Incomplete application forms

- Over half of all missing/incomplete data issues



Ask for help (ahead of time)

- DLC offers many tools



Questions?

Contact Information

Application specific:

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