

# Product Launch Essentials™



## *Plan and execute a successful product launch*

Launching a product is more than following a launch checklist. A successful product launch is the culmination of many, carefully planned steps.

Even a great product, developed with a market-driven approach, can fail to produce the revenue management expects. Organizational issues, misunderstanding of roles and responsibilities, and the lack of a strategic approach are factors that can impact product launch success.

In *Product Launch Essentials™* learn who should be involved in the product launch, what their responsibilities are, and how to assess organizational launch readiness. Learn how to use a repeatable process to shorten planning cycles and get the best results possible.

## Who should attend?

Product marketing managers, launch managers, and product managers with go-to-market responsibilities.

## Included templates and worksheets

- Launch Strategies Worksheet
- Product Launch Plan Template
- Sales Constraint Analysis Worksheet
- Launch Team Tracker
- Launch Team Leader's Guide
- Launch Team Member's Guide
- Launch Readiness Assessment Worksheet

**\$995 (US) per person**



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# Product Launch Essentials™

## I. Organize

Learn how to establish success criteria for a product launch. Use the Repeatable Product Launch Process to improve effectiveness and learn seven strategies to achieve launch goals.

### Topics Covered

- Repeatable Product Launch Process
- Establish launch success criteria
- Connect launch goals with corporate goals
- Seven launch strategies and when to use them

## II. Evaluate

Product launches are constrained by resources: people, time and budget. Where launch goals define the measure of success, constraints are the reality.

Learn how to identify constraints to objectively evaluate launch readiness across the organization.

### Topics Covered

- Identify constraints that could impact launch success
- Assess operational readiness
- Sales channel capacity constraints

## III. Prepare

Learn how to fill readiness gaps identified in the Evaluate phase of the Repeatable Product Launch Process.

With the right cross-functional team members, how to organize the launch team, how to drive team results, and how to address common people issues.

### Topics Covered

- Provide context for Marketing Communications
- Using the Messaging Blueprint
- Get mind share from the Sales channel
- Conduct effective Sales readiness training
- Assembling the launch team

## IV. Execute

Using a step-by-step approach, learn how to build a launch plan.

Understand important leading and lagging indicators to monitor launch progress and discuss ways to report progress to management.

### Topics Covered

- Building the launch plan
- Measuring launch progress and effectiveness
- Leading and lagging indicators
- Reporting product launch progress
- Institutionalize what was learned in the product launch



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