



# Launch

*prepare to* Sell

**Launch** teaches you to prepare your entire organization for successful product and marketing launches. Learn to use buyer expertise to create marketing programs that get results and to empower sales with the tools and training they need.



Register for **Launch** or find out how **Pragmatic Institute** can bring our training to you by visiting [pragmaticinstitute.com](http://pragmaticinstitute.com) or calling **480.515.1411** today.





## Launch

### Who should attend?

Anyone with product launch or sales enablement responsibilities

*Included templates and checklists:*

- Product Launch Plan
- Launch Strategy Assessment
- Campaign Planning
- Awareness Study
- Repeatable Sales Process
- Asset Prioritization

### Identify the Right Launch Strategies

Launch readiness is more than product readiness. Prepare your organization with a repeatable launch process.

*Topics Covered:*

- Determine which of seven key launch strategies are right for you
- Assess organizational readiness and constraints
- Define measurable launch goals

### Elevate Channel Efforts

Ready. Set. Sell. Empower your sales channel to exceed quotas.

*Topics Covered:*

- Provide sales with effective tools and training that align with how the market buys
- Focus sales efforts on the right opportunities
- Minimize the demand for one-off sales support

### Create Messages that Deliver Results

Develop marketing programs that resonate with buyers.

*Topics Covered:*

- Drive measurable actions and results
- Increase customer acquisition with tools including demonstrations, social media campaigns, white papers and more
- Improve customer retention with user conferences, communities, newsletters and other marketing tools



*Attendees have the opportunity to earn certification at the end of this course.*



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