



Launch

Total Hours: 7.5

Lecture: 4.0

Lab: 1.0

Group Discussion: 0.5

Breaks: 1.5

Course Exam: 0.5

Course Prerequisite:
Foundations

COURSE DESCRIPTION

This course teaches students effective launch strategies. It emphasizes how to execute successful marketing programs and how to align the entire organization around the right launch strategies. Students gain a deep understanding of concepts related to product launch and sales enablement. Topics include: understanding buyer personas and the buying process; creating results-based launch programs; evaluating and ensuring organizational launch readiness; tips for customer acquisition and retention; understanding the sales process to maximize close rates; sales channel support and measuring program effectiveness.



RATIONALE

The purpose of this 7.5-hour course is to provide students with an in-depth understanding of specific topics within the overall Pragmatic Institute curriculum. Through a lecture, group discussion and lab format, students will learn the key components of how to build and execute effective product launch and marketing programs. Core concepts include: connecting launch planning to corporate strategy; creating alignment between the buying and selling process; building targeted launch programs; customer acquisition and retention strategies; sales training and channel support; measuring launch program effectiveness.



COURSE OBJECTIVES

At the successful completion of this course, each student will be able to:

- 1 Connect business strategy to launch execution.
- 2 Identify and develop effective, targeted launch plans.
- 3 Evaluate cross-functional operational launch readiness.
- 4 Create and execute effective sales enablement plans.
- 5 Align the buying and selling processes.
- 6 Develop effective sales training plans and tools.
- 7 Execute effective marketing programs.
- 8 Identify, develop and assign appropriate marketing tactics for customer acquisition and retention.
- 9 Delineate sales channel support activities, roles and responsibilities.
- 10 Measure launch program effectiveness.



TEXTBOOK and/or MATERIALS

Student Book: *Launch* **Author:** *Pragmatic Institute*

Student Supplemental Materials:

- *Buyer Persona Worksheet*
- *Repeatable Sales Process Template*
- *Customer Situation Template*
- *Marketecture Worksheet*
- *Positioning Template*

- *Product Launch Strategies Worksheet*
- *Launch Strategies Assignment*
- *Campaign Planning Template*
- *Awareness/Perception Study Guidelines*
- *Marketing Assets Worksheet*

TOPICAL UNIT OUTLINE

I. Connect Execution to Strategy

- A. Strategy alignment
 - i. People
 - ii. Operational
 - iii. Channel

II. Launch Planning

- A. Primary launch goals

III. Evaluate Operational Readiness

- A. Organizational constraints
- B. Sales capacity planning
- C. Readiness assessments

IV. Enable Sales Channels

- A. Sales enablement goals
- B. Market vs. product expertise

V. Align Selling with Buying

- A. Key steps to align selling and buying
- B. Repeatable sales process
- C. Competitive intelligence
- D. The sales playbook

VI. Sales Channel Training

- A. Sales channel training
- B. Launch resistance

VII. Marketing Program Execution

- A. Buyer personas
- B. Positioning documents
- C. Goals

VIII. Marketing Tactics for Customer Acquisition

- A. Content
- B. Delivery channels

IX. Marketing Tactics for Customer Retention

- A. Forums for communication

X. Sales Channel Support

- A. Roles in channel support
- B. Manage channel support

XI. Program Effectiveness

- A. Key indicators



UNIT OBJECTIVES

I. Connect Execution to Strategy

- A. Develop launch plans that align strategy with execution
 - i. Evaluate and define people resources
 - ii. Evaluate organizational alignment
 - iii. Evaluate channel readiness
- B. Align execution with strategy to increase effectiveness

II. Launch Planning

- A. Identify primary launch goals and metrics for tracking

III. Evaluate Operational Readiness

- A. Identify organizational constraints
- B. Develop sales capacity planning models aligned to revenue goals
- C. Conduct readiness assessments

IV. Enable Sales Channels

- A. Establish sales enablement goals
- B. Understand market vs. product expertise roles and responsibilities

V. Align Selling with Buying

- A. Identify the key steps to align selling and buying
- B. Delivery of a repeatable sales process
- C. Conduct effective competitive intelligence gathering
- D. Create the sales playbook

VI. Sales Channel Training

- A. Prepare effective sales channel training programs
- B. Identify and prepare for potential launch resistance

VII. Marketing Program Execution

- A. Define buyer personas
- B. Leverage positioning documents
- C. Establish goals that facilitate the buying process

VIII. Marketing Tactics for Customer Acquisition

- A. Develop appropriate content by buyer types
- B. Establish appropriate communication delivery channels

IX. Marketing Tactics for Customer Retention

- A. Establish forums for communication

X. Sales Channel Support

- A. Identify roles in channel support
- B. Manage channel support

XI. Program Effectiveness

- A. Define and implement key program indicators



COURSE REQUIREMENTS/EVALUATION

Upon successful completion of this course, students will have moved from the knowledge of course materials to cognition and application relative to understanding the importance of creating effective launch plans that are aligned with business goals. Students are also required to participate in a lab exercise, group discussion and successfully complete the certification exam associated with the course.

COURSE OBJECTIVES	ASSESSMENT MEASURES
Connect business strategy to launch execution.	Course exam, group discussion and class participation.
Identify and develop effective, targeted launch plans.	Course exam, lab exercise and class participation.
Evaluate cross-functional operational launch readiness.	Course exam and class participation.
Create and execute effective sales enablement plans.	Class participation and course exam.
Align the buying and selling processes.	Course exam and class participation.
Develop effective sales training plans and tools.	Course exam and class participation.
Execute effective marketing programs.	Course exam and class participation.
Identify, develop and assign appropriate marketing tactics for customer acquisition and retention.	Course exam, group discussion and class participation.
Delineate sales channel support activities, roles and responsibilities.	Course exam and class participation.
Measure launch program effectiveness.	Course exam and class participation.