



LAUNCH

Launch teaches students effective launch strategies. It emphasizes 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: 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.



COURSE OBJECTIVES

MAIN OBJECTIVE:

Elevate product launches and releases with the right strategies.

Identify and develop effective, targeted launch plans.

- Develop launch plans that align strategy with execution
- Identify primary launch goals and metrics for tracking
- Craft a 90-second launch strategy that builds alignment

Evaluate cross-functional operational launch readiness.

- Identify organizational constraints
- Conduct readiness assessments

Create and execute effective sales enablement plans.

- Establish sales enablement goals
- Understand market vs. product expertise roles and responsibilities
- Prepare effective sales channel training programs
- Identify and prepare for potential launch resistance

Align the buying and selling processes.

- Identify the key steps to align selling and buying
- Map deliverables to a repeatable sales process
- Conduct effective competitive intelligence gathering
- Create a sales playbook

Measure launch program effectiveness.

- Define and implement key program indicators



COURSE TOOLS AND TEMPLATES

Pragmatic courses are designed to be practical, actionable and high-impact.

- Market Segment Evaluation
- Product Launch Strategies Worksheet
- Launch Readiness Scorecard
- Launch Barriers Worksheet
- Product Launch Exercise
- 90-Second Launch Strategy
- Buyer Persona Worksheet
- Buyer Profile
- Sales Tool Map
- Product Launch Plan



COURSE MODULES

01

Identify the Right Launch Strategies

Launch readiness is more than product readiness. Prepare your organization with a repeatable launch process where you determine which of seven key launch strategies are right for you, assess organizational readiness and constraints and define measurable launch goals.

02

Prepare Your Organization

Even the greatest product in the world will fail to launch if your organization isn't ready to promote it, sell it, deliver it or support it. Ensure your cross-functional teams are ready with clear launch readiness assessments along the way.

03

Build Your Launch Team

Understand the roles and responsibilities needed to ensure a successful launch. Implement effective and efficient meetings throughout the process and communicate what matters to your stakeholders

04

Measure What Matters

You can't determine how you're doing if you haven't established what success looks like. Choose the right indicators to assess progress leading up to your launch and measure successes afterward.

05

Create and Share Your Plan

Success comes through detailed planning, but not every stakeholder needs every detail. Gain valuable tools for capturing your full launch plan and targeting your strategy message.

06

Elevate Channel Efforts

Empower your sales channel to exceed quotas by providing sales with effective tools and training that aligns with how the market buys, focusing sales efforts on the right opportunities and minimizing the demand for one-off sales support.



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 active applications exercises, group discussions and successfully complete the certification exam associated with the course.



Attendees have the opportunity to certify in LAUNCH at the end of this course. Successful certification in this course qualifies towards Pragmatic Certified Product Marketer.