

Launch Plan

Product Launch Checklist: Product

Product Proposition

- ✓ Is overall proposition clear?
- ✓ Target customer profile identified?
- ✓ Are the proposition and key messages validated with target prospects?

Product Development

- ✓ Is new product embedded into existing process?
- ✓ Are all new components developed and in place?
- ✓ Are sales and customer service teams ready?
- ✓ Are trials complete?
- ✓ Are user guides ready?

Customer Experience

- ✓ Can customers find, buy, and pay for product?
- ✓ Can customers receive product?
- ✓ Can they return or cancel product?
- ✓ Can they get support, if needed?

Legal & Commercial

- ✓ Are customer contracts in place?
- ✓ All commercial and legal risks signed off?
- ✓ Are appropriate commercial and legal agreements in place with supplier?

Product Launch Checklist : Promotion

Press and Analysts

- ✓ Are PR messages (and agency, if needed) in place?
- ✓ Identified lists of journalists and influencers?
- ✓ Is press release or press launch event planned?

MarComm

- ✓ Customer launch event planned?
- ✓ Advertising in place?
- ✓ Online promotions, press releases, white papers or articles prepared?
- ✓ Are website updates planned?
- ✓ Plans to produce printed collateral?

Lead Gen

- ✓ Tools to capture lead customers?
- ✓ Promotional strategies for lead customers and existing ones?
- ✓ Specific events in place to generate leads such as tradeshows, sales, etc.

Internal Communication

- ✓ Mechanism created to communicate launch internally?
- ✓ Special events planned such as posters and presentations?
- ✓ Encourage the use of product internally before launch?

Product Launch Checklist: Pricing

Pricing Structure

- ✓ Is proposed pricing structure approved?
- ✓ Has it been tested and tried on relevant markets?

- ✓ Is there an introductory pricing strategy in place?

Pricing Tools

- ✓ Have pricing documents been created and approved?
- ✓ Are tools in place to help customers and sales personnel work out pricing?

Channel Pricing

- ✓ Is the channel pricing strategy in place?
- ✓ Is it defined for different channels?
- ✓ Are appropriate commission structures in place?

Competitive Pricing

- ✓ How does your product stack up against rivals?
- ✓ Have you spoken to suppliers and partners and their view of competitor pricing?

Product Launch Checklist: Channels

Channel Strategy

- ✓ Has the sales channel strategy been defined and agreed upon?
- ✓ Are the preferred roll out channels ready?

Channel Plans

- ✓ Are changes to channel processes in place?
- ✓ Are channel communication plans drawn?
- ✓ Are the agreements signed off with each channel?
- ✓ Is the channel collateral available – training packs, sales guides, etc.?

Channel Inventory

- ✓ Sufficient stock planned for launch and post launch?
- ✓ Plans in place for appropriate stock monitoring and replenishment?