

# product launch checklist

## How to use:

There can be a number of impacts influencing the launch of a new item. In my case as a licensing business we were caught in between the Brand we held a license with and the importance of respecting their value, product and reputation and the value added this provided to our product sales as well as ensuring the sales team represented the product we were selling knowledgeably and intelligently. Below is the Brand request sheet to ensure we made the most of the launch partnership and then the sales information checklist which would aid sales introduction of any new product introduction.

## Form the Brand information required for launch pack

action / process	comments / understanding of what this means?	progress	who	deadline
Key contact for marketing approvals?	Single communication line into marketing avoids confusion / cross over			
Brand Information Templates	Product templates that give full detail about the product including features and benefits for sales messages			
Value added	Features or advantages in the product presentation that allow market leading position			
Retail Brochures	Having licensed brand retail marketing material helps create credibility			
Alternative marketing leaflets, flyers, promotions and stationery relating to product / brand of use	The money spent on such material, the quality of output. Weight of paper, finished presentation – gloss or matt are all points for consideration to enhance product presentation			
Archive material (press / PR)	A) Examples of YOUR best messages			



Major Retail Outlets, Customers & Geography UK	Key targets top / middle / lower roll out priorities			
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Sales restrictions/ rules of procedure	Any contractual information which may be exceptional to a product that needs to be shared with sales force to avoid customer complaints?			
PR strategy documents & press launch plan	A completely new checklist...see PRPRO.com			
Trial Products by Sales Person	Samples / volume / availability / special packaging for presentation impact / perhaps communicating a special message?			
- Retail samples	To add value to the proposition of a licensed product or to complement a new item?			
Retail imagery	To enhance the product offering and give credibility?			



International Launch timing can bring new challenges

launch pack for global sales team				
product brochure				
action / process	comments / understanding of what this means?	progress	who	deadline
Customer and Sales Powerpoint Emailable version of Powerpoint	Sales material			
Website update - amend to catalogue page and update product link	Add the new product			
Presentation / Sample Box	How to present your new products			
Intro to sales – powerpoint	Conference call training booking or in person			
Features & benefits summary				
Rules of Engagement (Customisation Flexibility)	Which clients have you specifically targeted with new products			
Targets document	You should think about the TOP targets for a new product that have influenced the need for bringing the item to market? Pre launch sales can achieve amazing momentum			
Letter for Global launch	Specifically customised product introduction letter announcement			
Samples for sales team for prospects	Imperative for fast uptake – free sampling helped and can often be “invented” for any kind of product from consultancy time gift onwards			



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Retail samples for launch day test / presentation	Support the brand image building			
Samples for launch day / presentation	Get the sales team excited about the product introduction and knowledgeable as fast as possible			
Potential customer referral form (to and from brand)	Build on good responses			
Supporting sales materials and promotional articles..	Example of original marketing links we invented support pieces to offer original impacts / to help clients sell through their own value.			
Stock Availability & Lead Times	Critical that clarity of availability is communicated and delivered according to promise			
List of Global Retail Outlets	Support detail of "other" information in the market that supports your product offering			

