



Mentimeter

# 10 WAYS TO ENSURE A SUCCESSFUL PRODUCT LAUNCH

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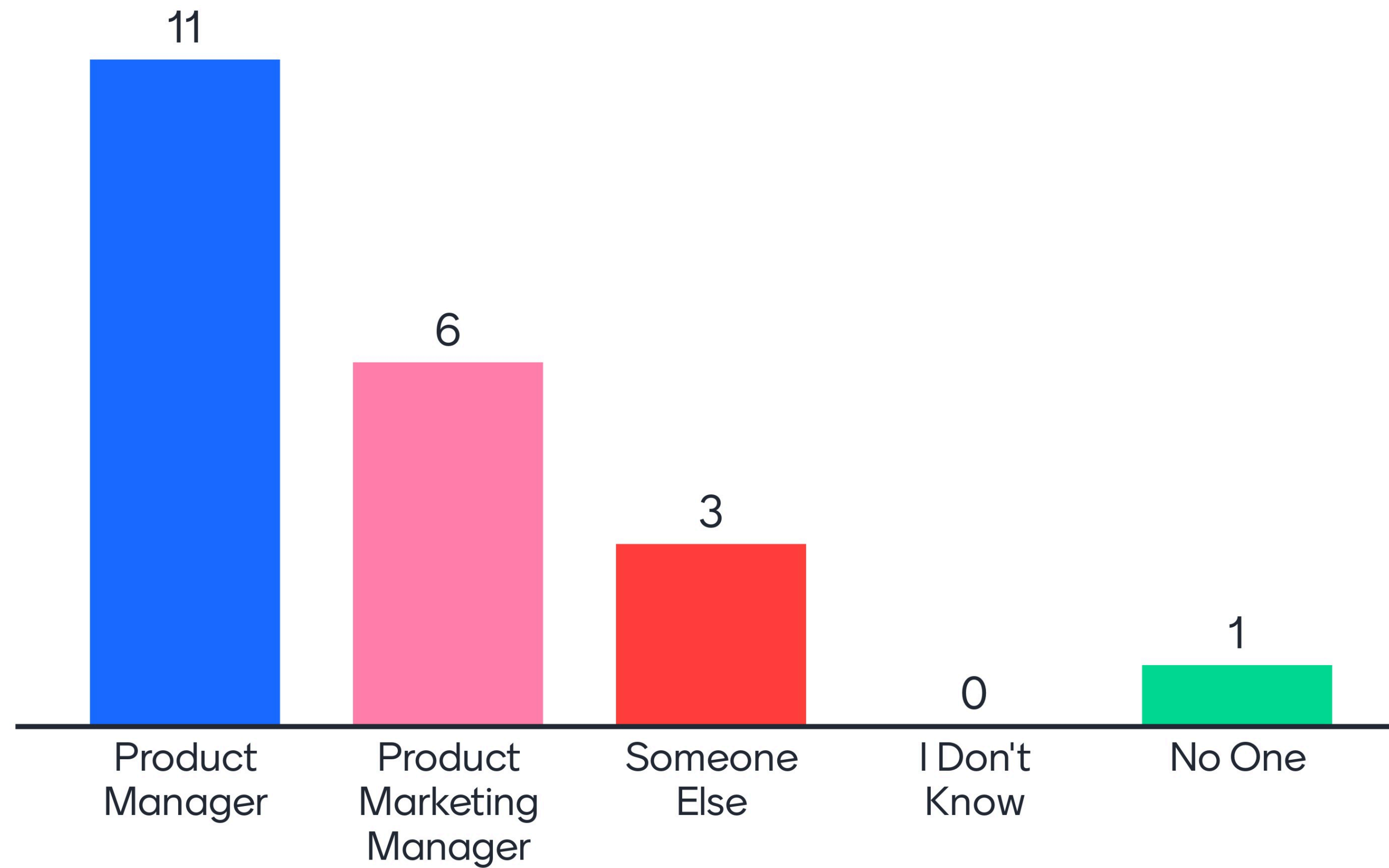




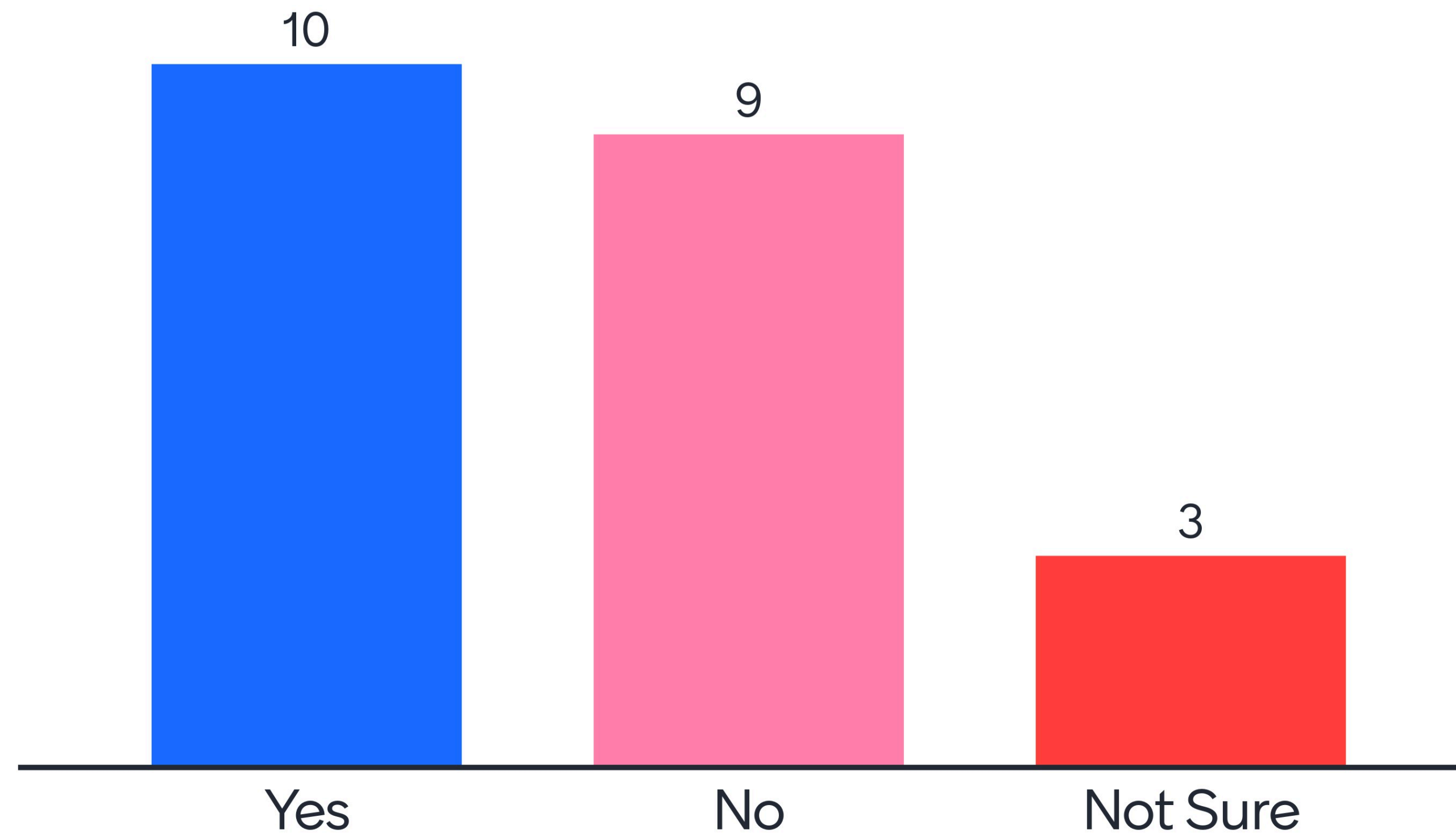
# What words would you use to describe a product launch?



# Who is responsible for product launch success in your organization?



# Do you define launch objectives as part of launch planning?



A **product launch** is  
a **coordinated effort** to  
bring a product to market that  
**accelerates business objectives**



1

Know the  
launch risk  
profile



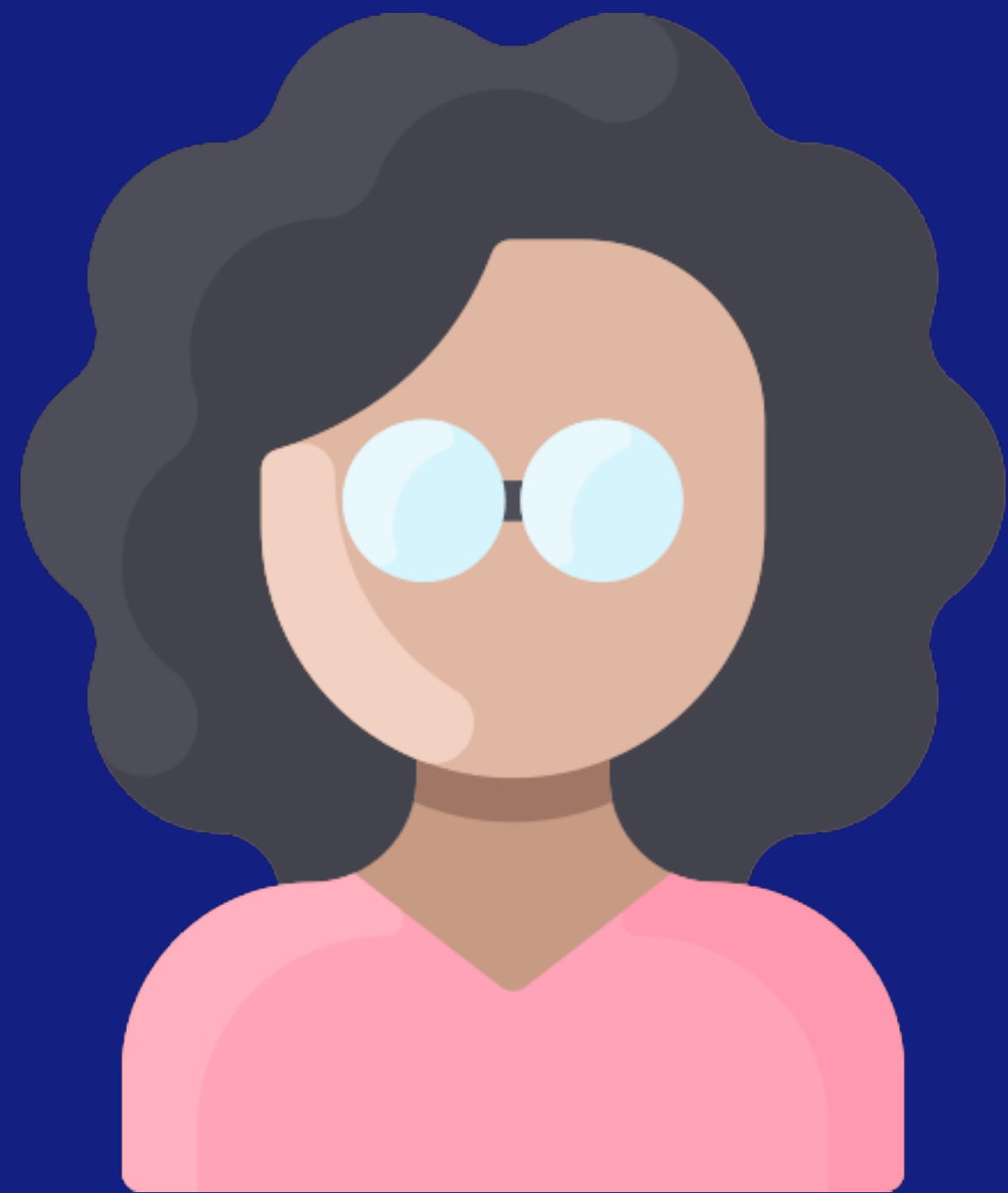
# PRODUCT LAUNCH RISK PROFILE

	Existing Product	Complement	New Product
Familiar Market Segment	Lower Risk	Lower Risk	Medium Risk*
Unfamiliar Market Segment	Medium Risk	Medium Risk	Higher Risk



2

Appoint a  
launch  
director



## LAUNCH DIRECTOR

▶ A single individual accountable for a product launch

▶ Can say 'no' when everyone else says 'yes'

▶ The leader of the launch team

3

Mobilize a  
launch team

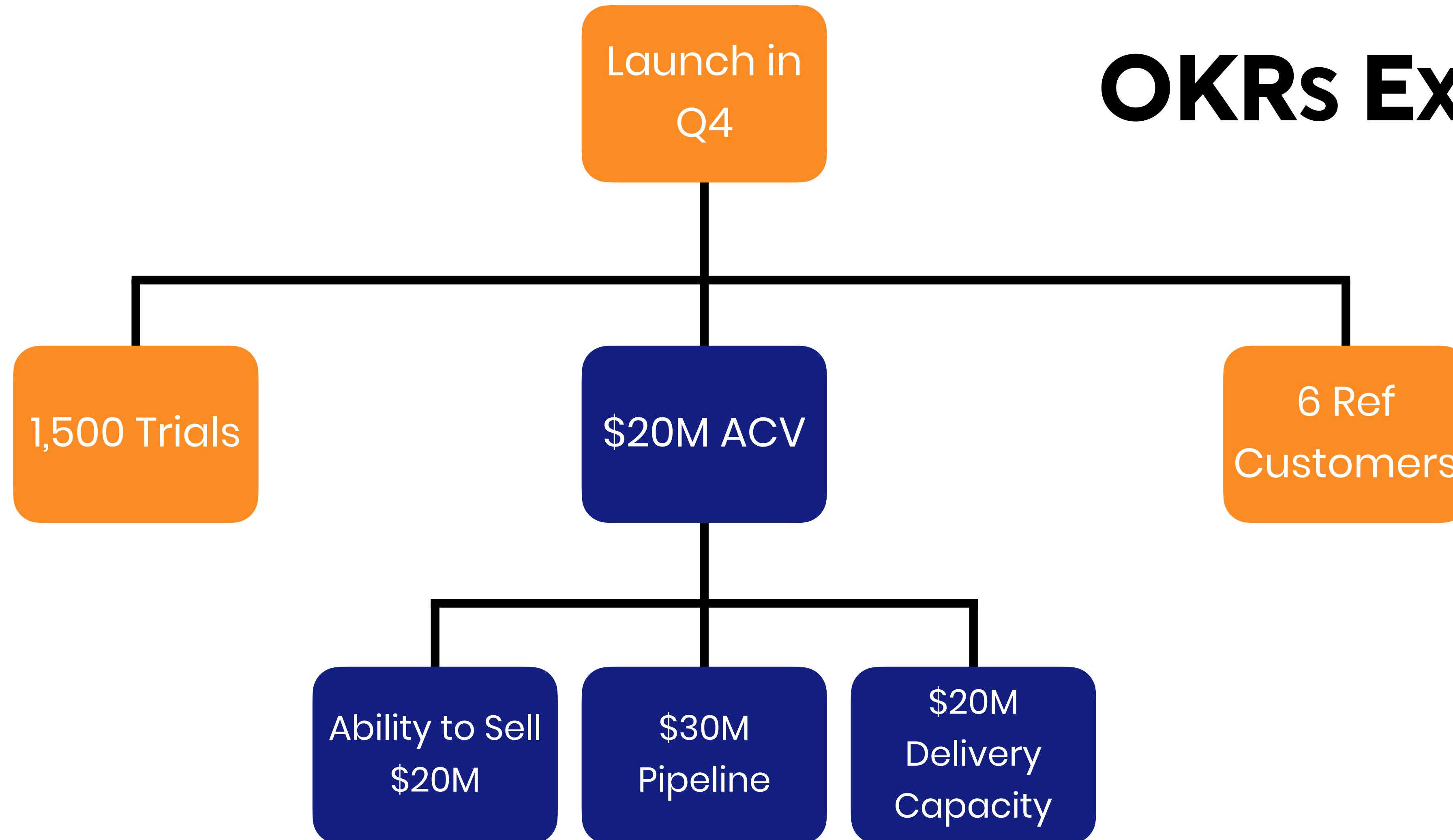
A **launch team** is a cross-functional group of people organized for the sole purpose of delivering a successful product launch.



4

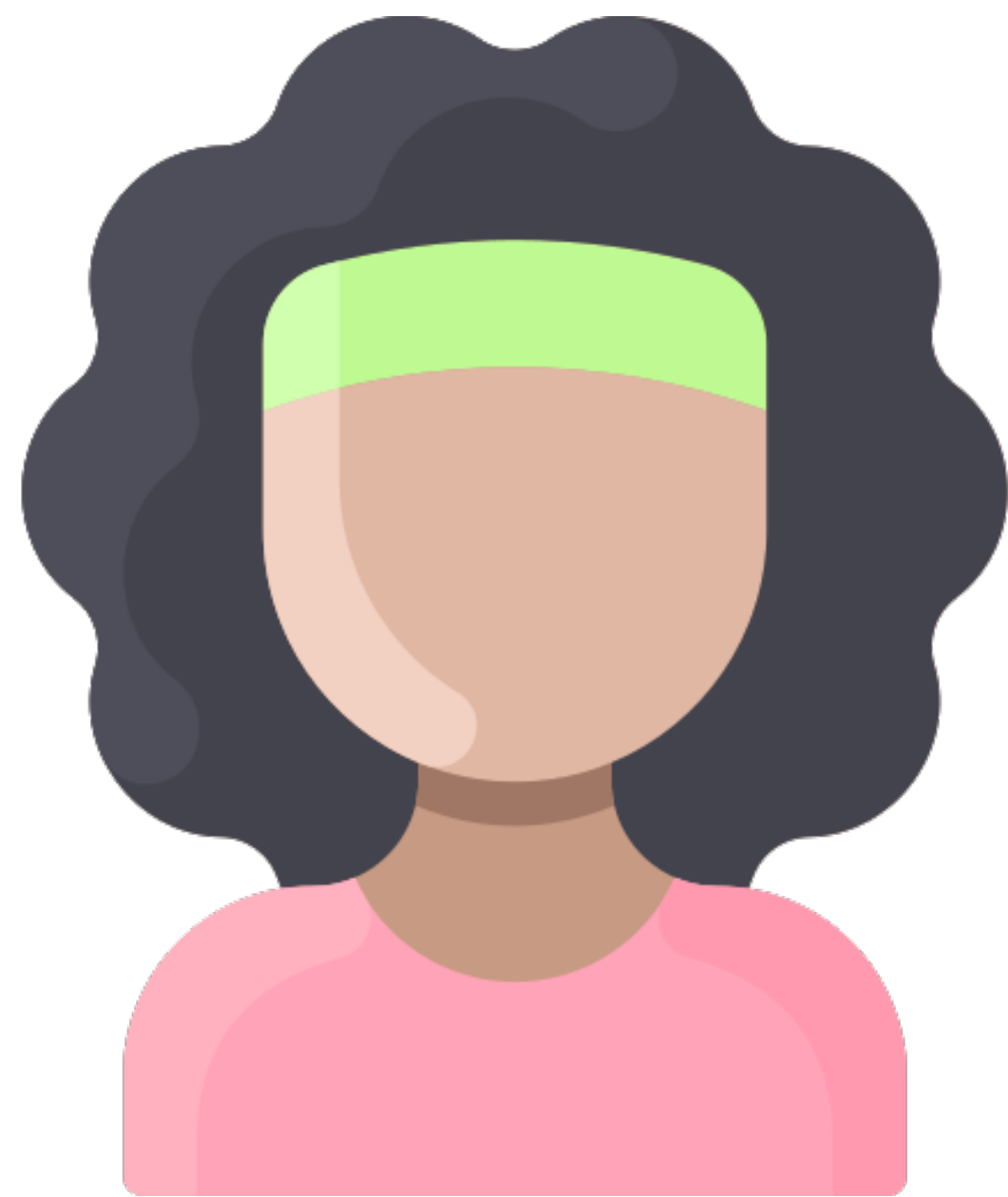
Define and  
socialize  
launch  
objectives

# OKRs EXAMPLE



5

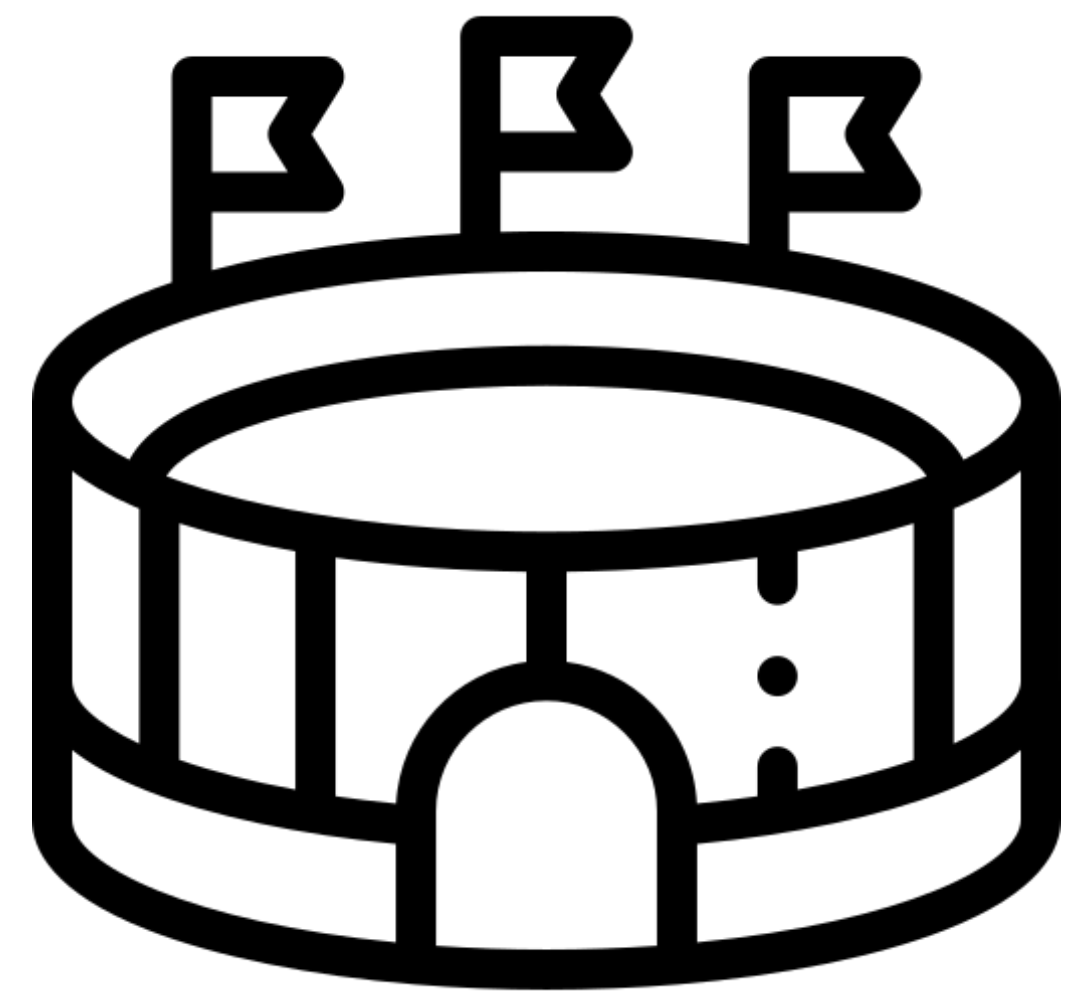
Customers →  
Segments →  
Competitors



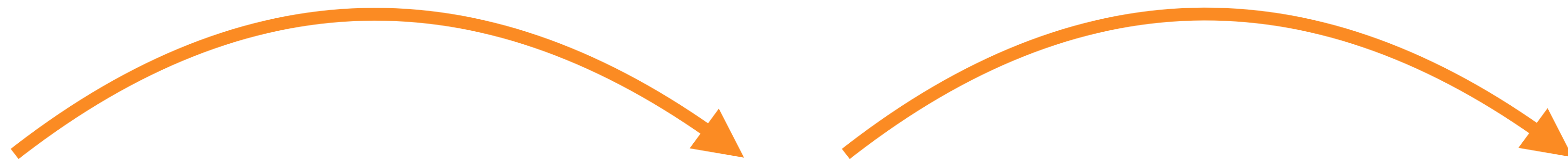
**IDEAL  
CUSTOMER  
PROFILE**



**MARKET  
SEGMENT**



**COMPETITIVE  
LANDSCAPE**

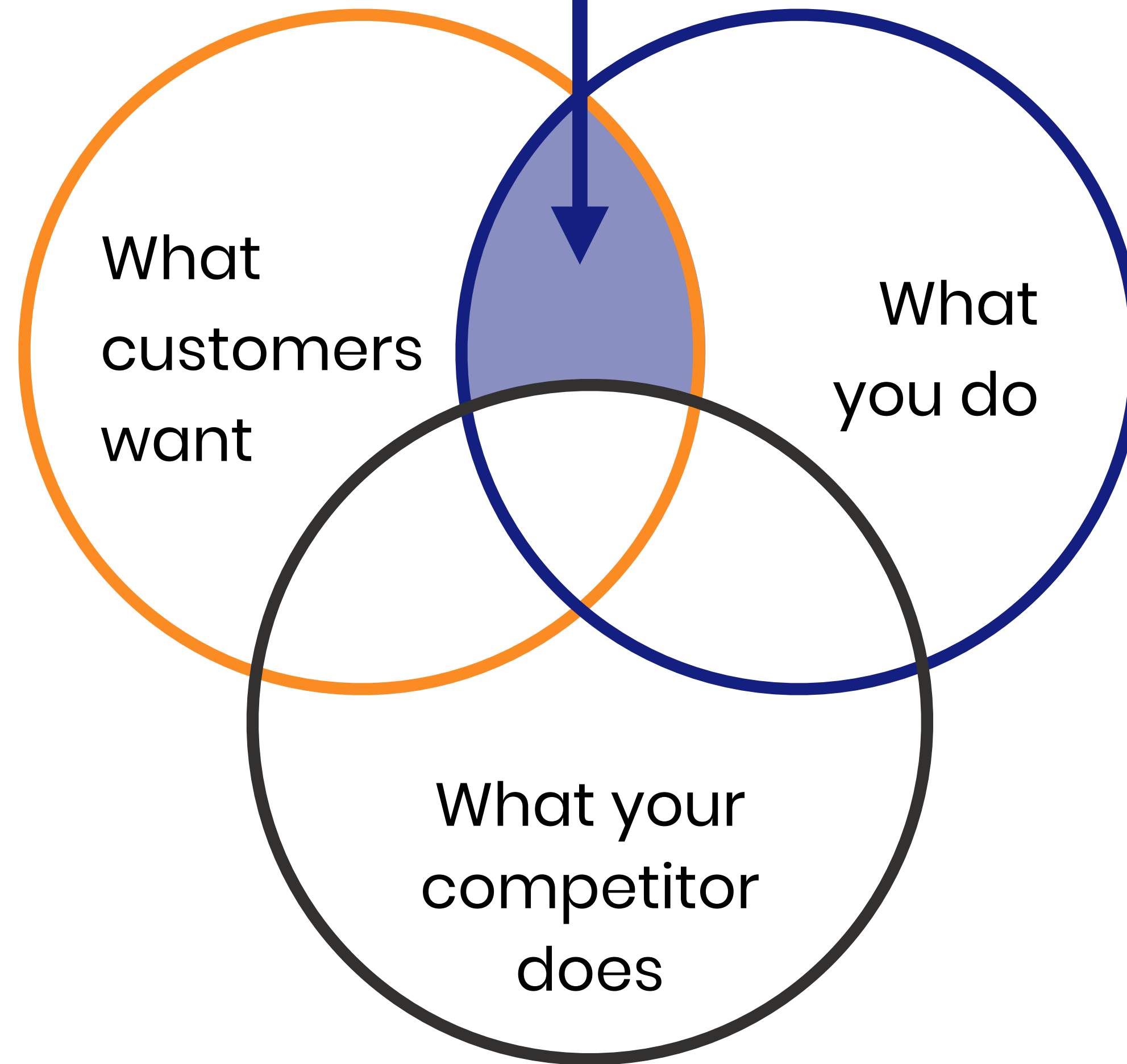




6

# Find your Winning Zone

# Winning Zone



7

Leverage  
your  
advantages

An **Advantage** is any state, circumstance, opportunity, or means favorable to success





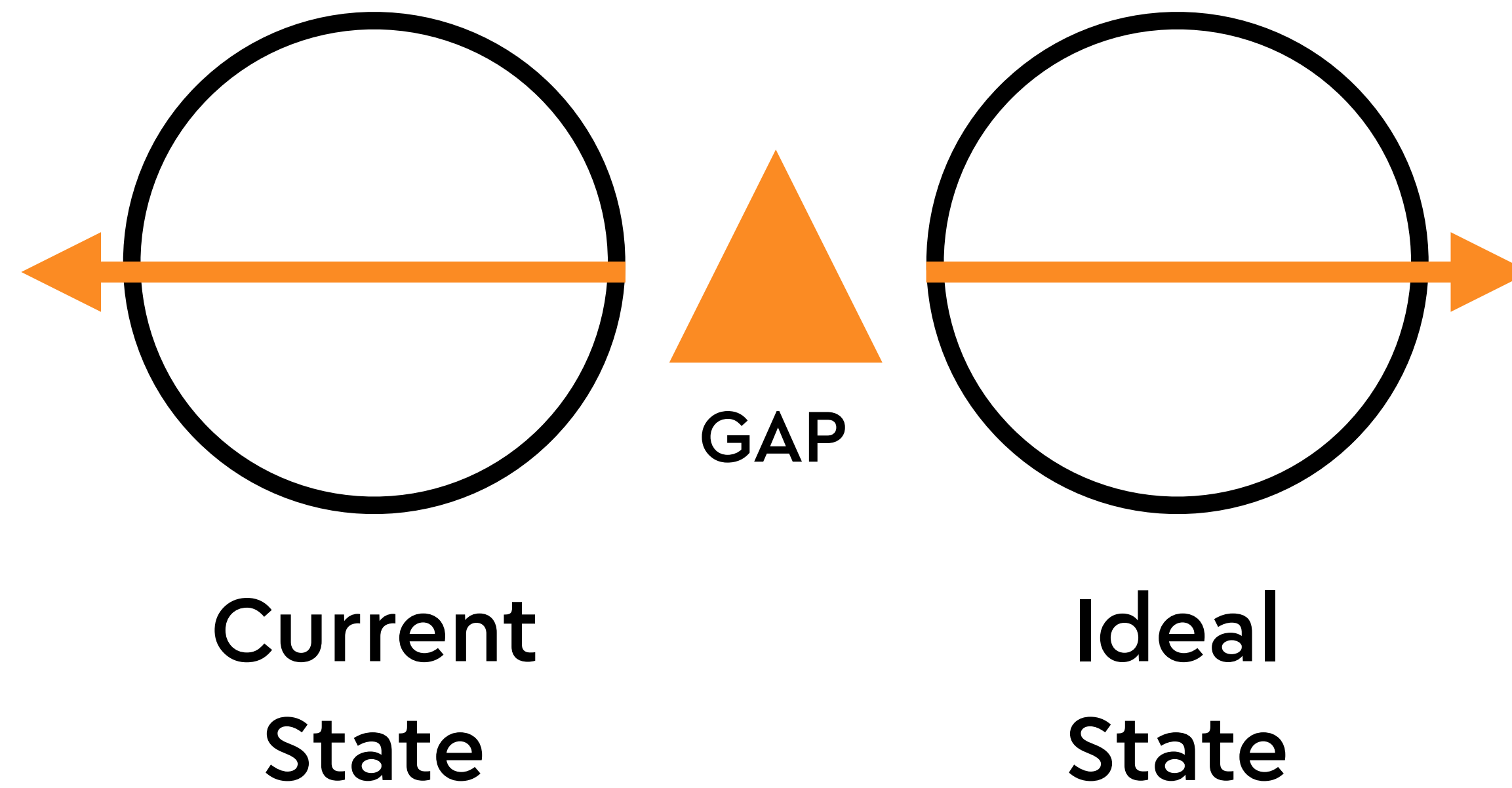
Remove your  
obstacles

An **Obstacle** is  
something that obstructs  
or **hinders progress**



# Close launch readiness gaps

# THE READINESS GAP

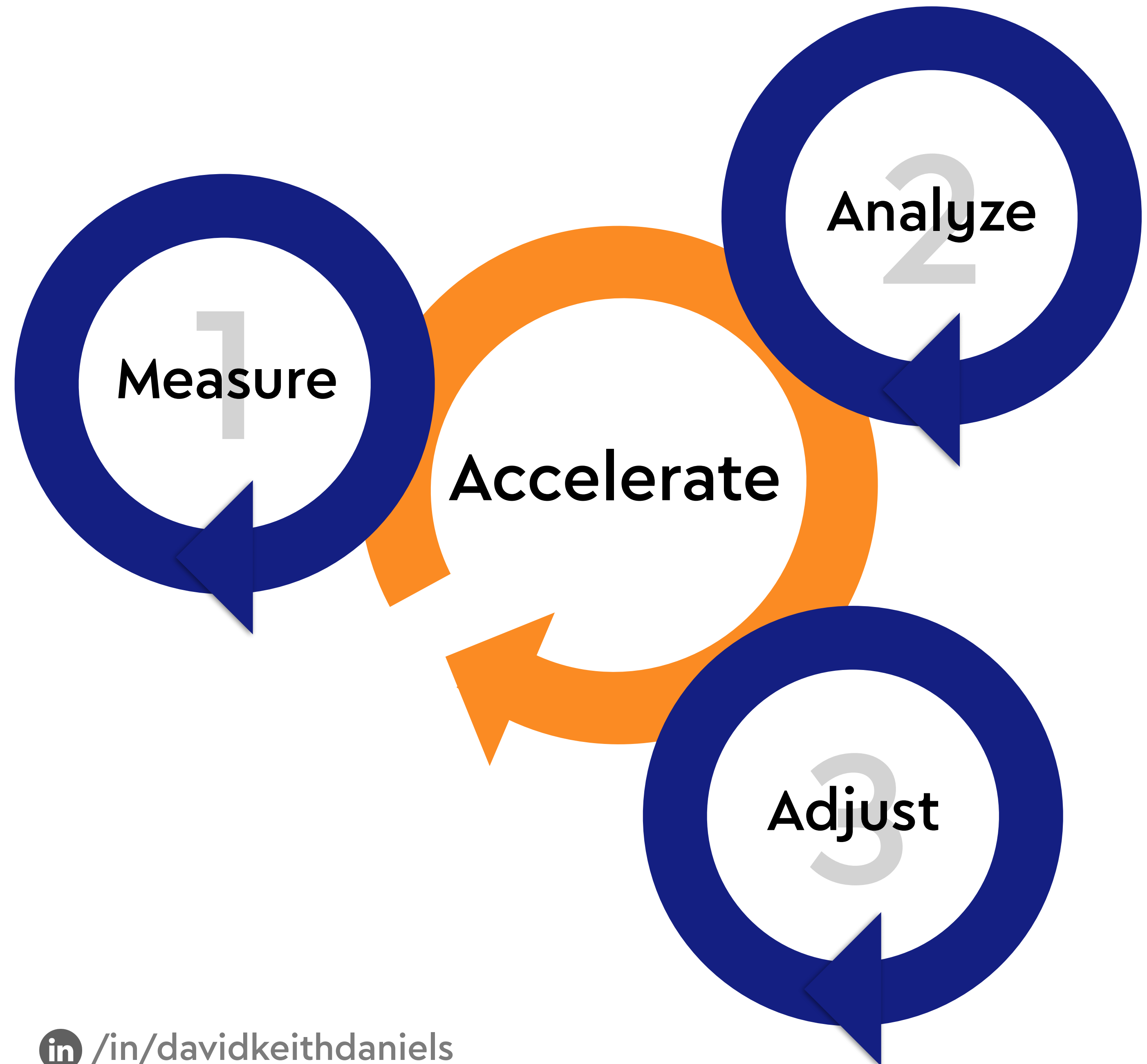




10

Measure  
launch  
performance

# ACCELERATE PROCESS FLOW



TT

Learn with  
good, bad,  
better, best

### WHAT DID WE DO WELL? (GOOD)

We achieved all our high-level key results!!!

The definition of our ideal customer was spot on

Realistic about our obstacles

Got support from stakeholders



### WHAT DIDN'T WORK AS PLANNED? (BAD)

Competitor analysis was incomplete

Had to launch before we were ready

Sales readiness was spotty

Primary target market segment was wrong.

### WHAT COULD WE IMPROVE? (BETTER)

Improve communication with stakeholders

Competitor analysis

Better launch performance metrics

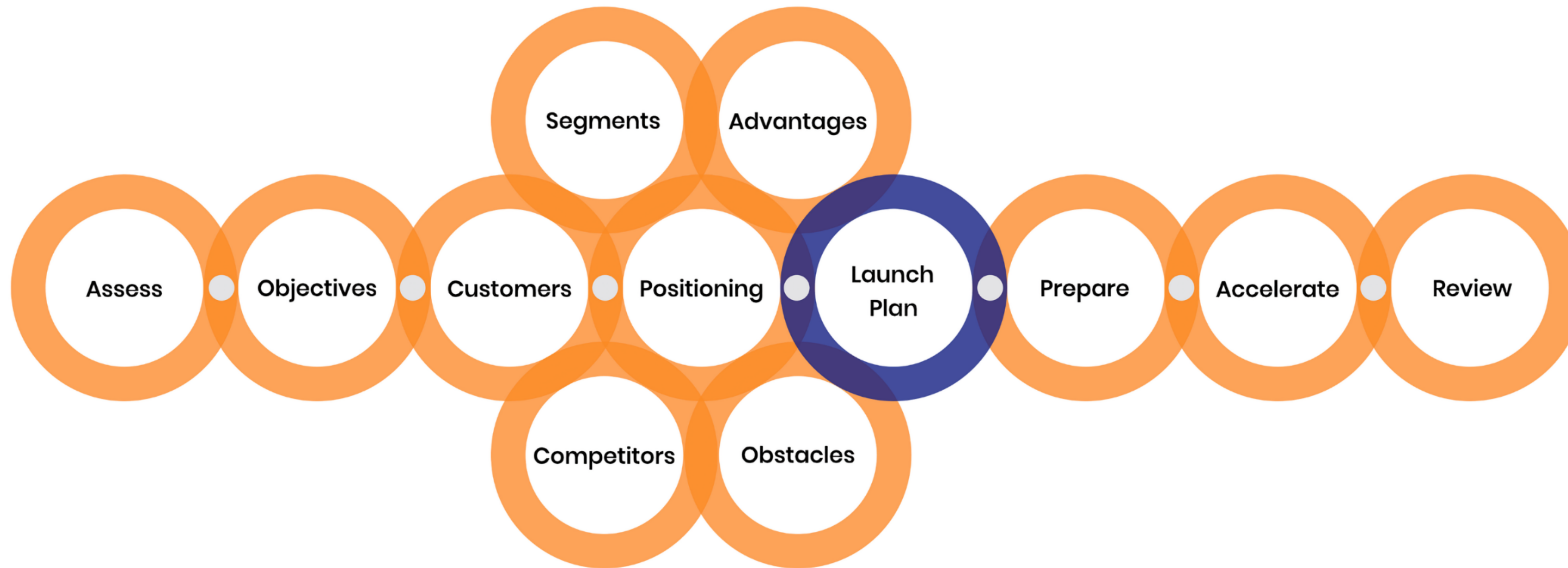
### WHERE DID WE ROCK? WHO WERE OUR ROCKSTARS? (BEST)



Sales ops was outstanding!

Jason and Emily exceeded everyone's expectations!





**Assess** - Mobilize the launch team and assess risk

**Objectives** - Define launch objectives

**Customers** - Define ideal customer archetypes

**Segments** - Identify attractive market segments

**Competitors** - Conduct competitor analysis

**Positioning** - Develop a competitive position, unique value proposition, and primary message

**Advantages** - Identify launch advantages

**Obstacles** - Identify launch obstacles

**Launch Plan** - Develop a launch strategy

**Prepare** - Ready your organization and market

**Accelerate** - Adjust strategy and tactics to achieve launch objectives

**Review** - Build tribal knowledge and improve for the next product launch

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**PRODUCT LAUNCH  
MASTER CLASS LIVE**  
**JULY 27, 2021**