

# Preparing for a Successful Product Launch

LaunchBench™ helps engineers and technical marketing managers understand and apply critical marketing skills needed for effective product launch. Delivered in an interactive workshop environment, the program gives product management teams the opportunity to collaboratively develop high-impact product messaging and actionable introduction strategies.

## LaunchBench™ Program Syllabus

### Half-day, onsite training session

#### ■ Marketing Mindset

Business models vs. technology models; “whole” products; supporting the business plan, R&D, sales, strategic intent; programs that drive revenue; brand loyalty; when market research can help.

#### ■ Launch a Product, Build a Brand

What is a brand; why brand matters; four types of technology brands; brand attributes; engineering a brand; brand targets; product brands vs. product names; role of brand in marketing strategies.

#### ■ Positioning for Market Success

What is positioning; why it is important; positioning and the product launch; how most B2B companies use positioning; positioning readiness—terms, audiences, evidence, market drivers, inward vs. outward thinking; company context.

#### ■ Write an Effective Positioning Statement

Most common positioning options; positioning formula; positioning samples; common positioning challenges; visual positioning; positioning evidence.

#### ■ Write a Value Proposition that Makes Customers Say YES

What is a value proposition; why they are important; where to deploy them; how to make them compelling; what is customer value; word equations; writing mistakes to avoid; sample statements.

#### ■ Positioning Workshop

Your soon-to-be-released products are examined by workshop attendees. While written positioning statements are the outcome, these “live ammo” sessions may also yield value propositions, business models and launch strategies as a result.

### Additional content and service options

#### ■ Manage the Sales/Marketing Interface

Improve the communications between marketing and the sales force; help sales make a case for your products and your company; give them the means to justify higher prices and margins; give them materials that really sell; keep customers loyal.

#### ■ Extended Onsite Training Sessions

These can be full day, even two-day events. Additional content, depending upon company preferences, might include: developing marketing plans; mapping LaunchBench fundamentals to your company’s launch process; and breakout sessions, where smaller groups develop launch strategies and marketing deliverables for specific products and present to all attendees.

#### ■ Online Video Tutorials and Tools

These act as reinforcement to the workshop as well as they allow company personnel around the world to gain access to LaunchBench fundamentals.

*“Excellent tools that allow for a more standardized process throughout the company.”*

*“Most helpful to me was the positioning statement and remembering to start with the customer benefits rather than the features and specs we live with all the time.”*

*“...very valuable...good suggestions...very enlightening.”*

*“Most helpful to me were the sections on Value Proposition and the Launch Process.”*

*“...definitely allows us to put what we learned to use.”*

For additional information, contact Ross Ayotte:  
rossayotte@stringer.com  
480.316.4287

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