

ACCELERATE PRODUCT LAUNCH SUCCESS



Over 40 percent of product launches experience failure. So how do you get it right? With decades of experience, Vantage specializes in optimizing product launches for all sizes of organizations, ensuring alignment among sales, marketing and product teams to expedite revenue realization while swiftly delivering value to the customer.

To do so, Vantage equips sellers to:

Engage customers on new or newly acquired products

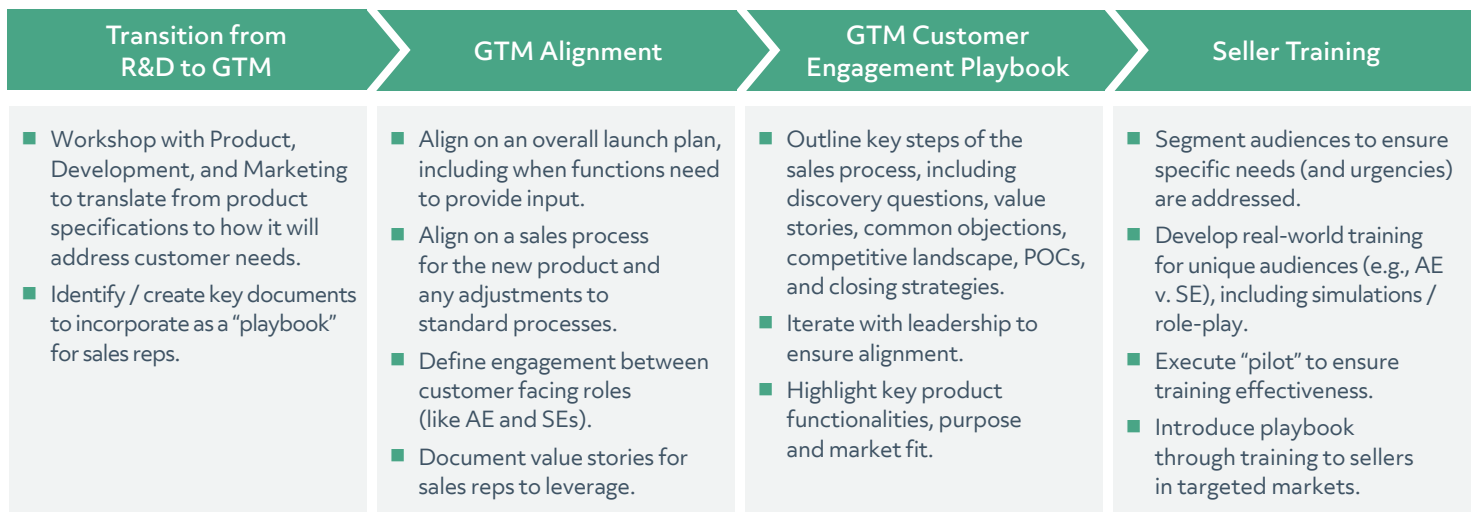
Choreograph the optimal customer conversation

Leverage a proven methodology for understanding needs and demonstrating value

Train salespeople to manage customer objection

OUR PROCESS

Vantage drives activities along each phase of the sell-in process — from the transition from R&D to Go-To-Market (GTM), to GTM alignment, go-to-market playbook development, and seller training.



THE VALUE-BASED GTM PLAYBOOK: A Vital Element of Our New Product Launch Approach

WHAT IT IS

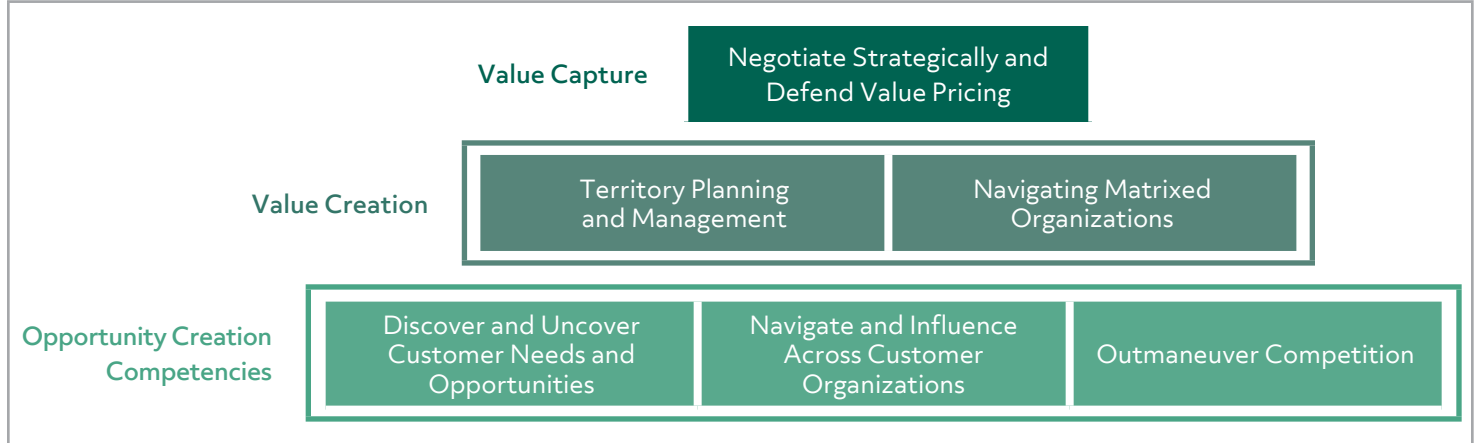
The Value-Based GTM Playbook is developed around multiple elements designed to maximize product launch success.

- Key discovery questions.
- The expected needs of different customer personas.
- Potential solutions and configurations by persona.
- Value stories for each solution and for key personas.
- Expected customer challenges, questions, and objections and illustrative responses.
- Competitive landscape and “battle cards” for key competitive products.
- Deal structures, key terms, value-added programs, etc.
- Customer engagement strategies and actions by persona – “plays”.

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WHY IT MATTERS

Value creation in new product launches involves not just defending value pricing, but also ensuring that value is explained to and realized by customers in a way that is both differentiating and reflective of their needs.



WE SET UP YOUR SALES TEAM FOR SUCCESS

Both tangible and intangible considerations play a huge role in whether execution fails or succeeds. We've identified five key elements that drive success in product launches.

Strategic Alignment	<ul style="list-style-type: none"> How do we align and collaborate successfully cross-functionally? What should we develop globally vs. specifically within a region?
Working Together	<ul style="list-style-type: none"> How should we minimize where possible, and otherwise navigate, launch planning ambiguity, especially in early planning days?
Training	<ul style="list-style-type: none"> How do we ensure Sales Reps are adequately prepared to effectively sell our product?
Information Sharing	<ul style="list-style-type: none"> How do we ensure we rapidly and adequately capture and disseminate information to all those who need it?
Budgeting and Financial	<ul style="list-style-type: none"> How do we maximize sales' success with allocated time and budget? How do we rapidly scope and scale activities given launch objectives?

LAUNCHING A NEW PRODUCT? WE'RE HERE TO HELP.

We know every product launch is unique. Our experience spans multiple industries, with a specialized practice in the [Life Sciences](#) industries.

Every engagement begins with a thorough understanding of your product launch strategic and business objectives, competitive landscape and product positioning. Our globally based team works hand-in-hand with yours to ensure enduring product launch success.

CONTACT US

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