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.

Transition from R&D to GTM	GTM Alignment	GTM Customer Engagement Playbook	Seller Training
■ Workshop with Product, Development, and Marketing to translate from product specifications to how it will address customer needs. ■ Identify / create key documents to incorporate as a "playbook" for sales reps.	■ Align on an overall launch plan, including when functions need to provide input. ■ Align on a sales process for the new product and any adjustments to standard processes. ■ Define engagement between customer facing roles (like AE and SEs). ■ Document value stories for sales reps to leverage.	■ Outline key steps of the sales process, including discovery questions, value stories, common objections, competitive landscape, POCs, and closing strategies. ■ Iterate with leadership to ensure alignment. ■ Highlight key product functionalities, purpose and market fit.	■ Segment audiences to ensure specific needs (and urgencies) are addressed. ■ Develop real-world training for unique audiences (e.g., AE v. SE), including simulations / role-play. ■ Execute "pilot" to ensure training effectiveness. ■ Introduce playbook through training to sellers in targeted markets.

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".

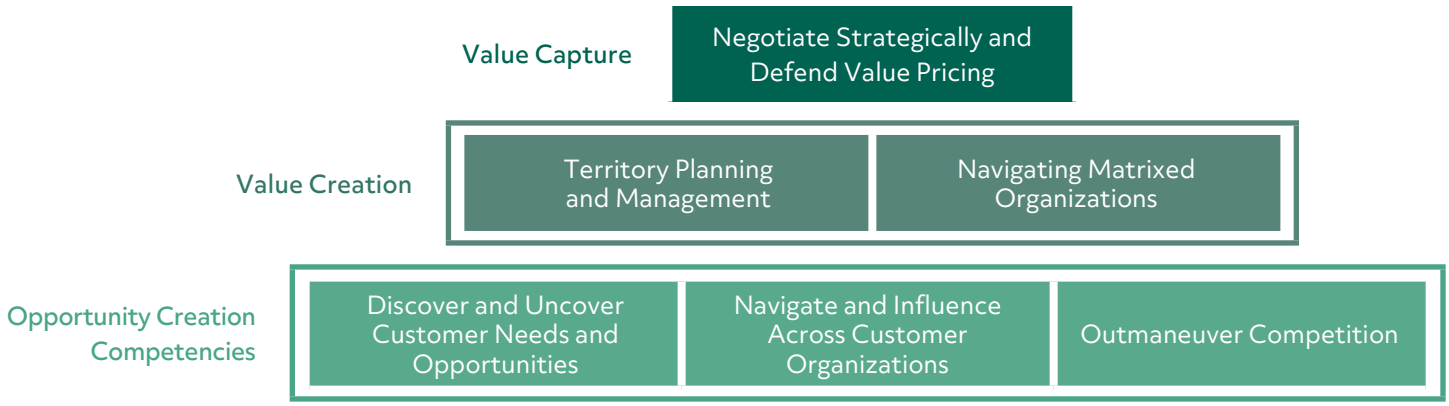
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vantage PARTNERS ALIGN AND ADVANCE

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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	■ How do we align and collaborate successfully cross-functionally? ■ What should we develop globally vs. specifically within a region?
Working Together	■ How should we minimize where possible, and otherwise navigate, launch planning ambiguity, especially in early planning days?
Training	■ How do we ensure Sales Reps are adequately prepared to effectively sell our product?
Information Sharing	■ How do we ensure we rapidly and adequately capture and disseminate information to all those who need it?
Budgeting and Financial	■ 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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