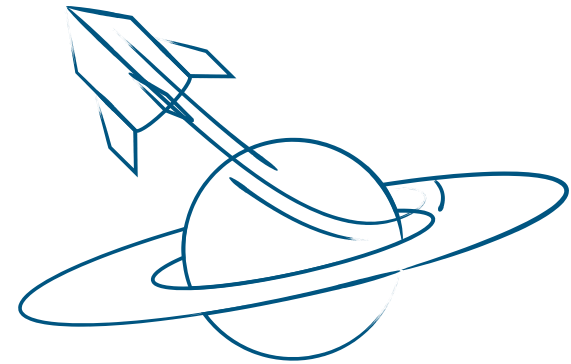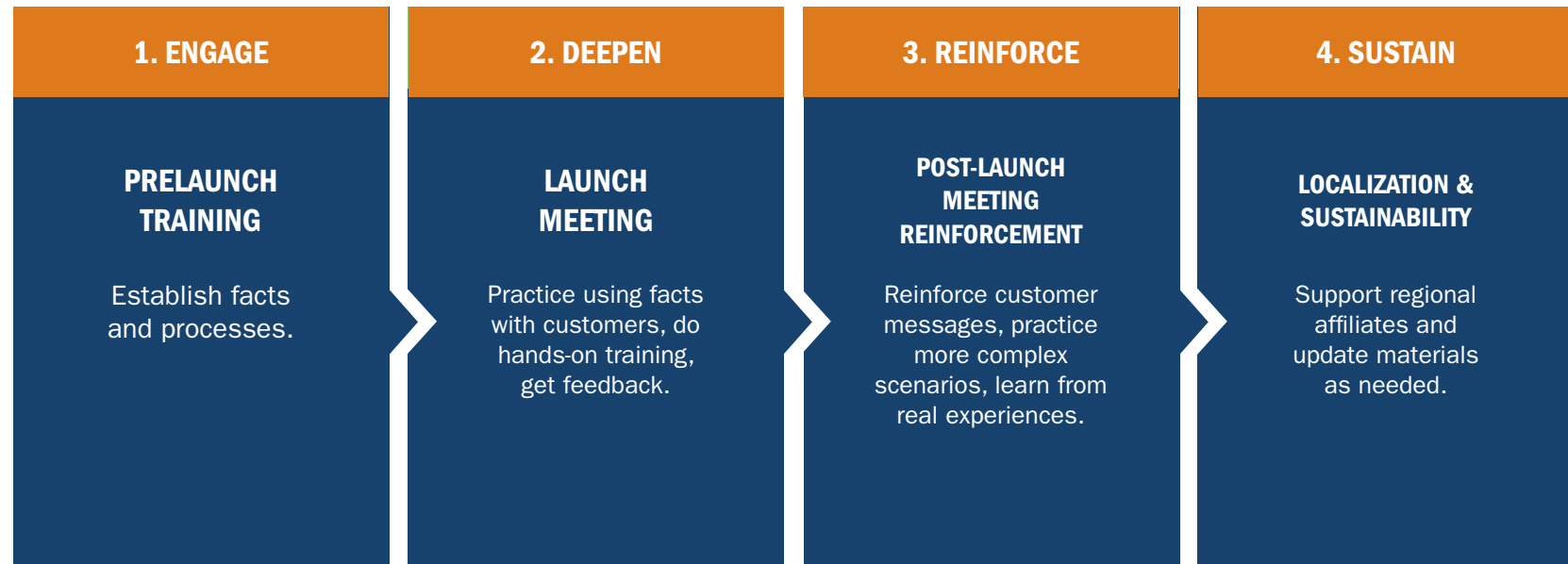# Product Launch Training Template

Want to make your next product launch a success?

It takes more than a well-planned launch meeting to prepare sales reps to sell a new product. You will need a curriculum of learning solutions designed to teach and reinforce key knowledge and skills. To design an effective product launch curriculum, you'll need to identify what sales reps need to learn and when to introduce each learning objective in the curriculum. You will also need to decide how and when to reinforce this knowledge.

We recommend a four-phase product launch training model:

1. ENGAGE	2. DEEPEN	3. REINFORCE	4. SUSTAIN
PRELAUNCH TRAINING Establish facts and processes.	**LAUNCH MEETING** Practice using facts with customers, do hands-on training, get feedback.	**POST-LAUNCH MEETING REINFORCEMENT** Reinforce customer messages, practice more complex scenarios, learn from real experiences.	**LOCALIZATION & SUSTAINABILITY** Support regional affiliates and update materials as needed.

Product Launch Training – Planning Worksheet

Part 1: Your company is launching a new product at the end of the year. It's going to revolutionize the industry… but it will also be complex to sell.

Brainstorm the learning objectives for your training. What will your sales reps need to…

Know?	Do?	Believe?	Avoid Doing?

Part 2: Number your learning objectives, then plot the numbers in the product launch phase where you will first cover that objective. To show knowledge being reinforced in a later stage, write "R".

Prelaunch Training	Launch Meeting	Post-launch meeting reinforcement

Product Launch Training – Planning Worksheet

**Part 3:** Use this checklist to ensure you are ready for the fourth product launch phase, localization and sustainability.

	Prerequisites for the Fourth Phase of Product Launch Training
☐	Sales affiliates can access training materials from one convenient location.
☐	Clear, concise instructions are available.
☐	Managers have first-hand knowledge of the value the training provides.
☐	Follow-up and ongoing support mechanisms are in place.
☐	The training was designed in a sustainable fashion so it can be easily updated as product, competitor, and regulatory information changes.

10 Characteristics of a Successful Product Launch Curriculum

Every product launch curriculum design project is different, but certain characteristics remain consistent across most projects. Product launch curriculums that have these characteristics are much more likely to contribute to a successful product launch:

1. Performance focused: A successful product launch curriculum will have a clear, measurable performance outcome. The outcome typically focuses on a specific metric the organization desires to achieve.
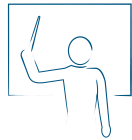
2. Instructional goal(s): In addition to a performance or business outcome, the curriculum should have a clear instructional goal. The goal will guide the creation of learning objectives for the various solutions in the curriculum.

3. Organized into topics: Since most product launches are complex and relate to multiple different job types, the content must be chunked into topics. Branding that is consistent throughout the curriculum should be created around each topic so learners can make easy connections.

4. Organized into phases: We design product launch curriculums around four main phases: pre-launch, launch, postlaunch and localization. Pre-launch materials present introductory concepts, product knowledge, and competitor information. Launch provides an opportunity for hands-on practice and a time for building some "buzz." Postlaunch focuses on reinforcement of key concepts and skills, and it usually includes just-in-time reference tools. We design launch training using a toolkit approach so it is easy for affiliates to operationalize in the localization phase and easy for product managers to update as needed.

5. Includes multiple learning paths: It's highly unlikely that all of the employees who will take your product launch training have the exact same role or position. Therefore, product launch training materials must be relevant and customized to each target audience: managers, sales, support and sometimes even the end user.
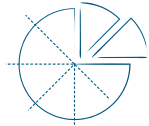
6. Broken into chunks: You likely have multiple topics to cover in your product launch training. The topics should be broken into manageable chunks and spread out throughout pre-launch, launch, and postlaunch. Different levels of detail should be present in each phase, but the content must all connect.

7. Blended: New product launches, especially when the product is complex, are too important to deliver through a single format. We recommend a blended learning approach that combines eLearning, games, video, apps, instructor-led training, and performance support tools into a cohesive collection of learning solutions.

8. Supported throughout the organization: Your L&D department or an external vendor cannot create effective product launch training materials without buy-in and information from your marketing and product development departments. Sales will also want buy-in on the approaches used to train reps.

9. Helpful to on-site trainers: You will need to include "train the trainer" sessions in your curriculum so that individuals are prepared to lead the on-site activities at your product launch event. These learners will have special needs that differ from those of individual reps.

10. Measured with assessments: It is important that facilitators can accurately determine the progress learners make. Assessments can also show learners the progress they have made throughout the curriculum, which helps them be encouraged and motivated to continue. Assessments can also be used to show stakeholders that the product launch curriculum has been effective.
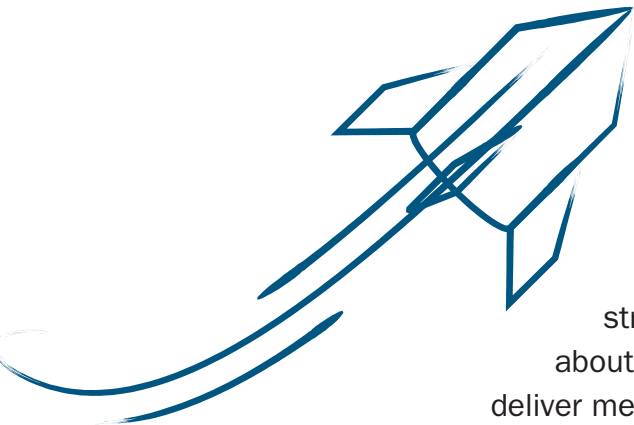
About TiER1 Performance

TiER1 Performance is an employee-owned consulting firm that activates strategies through people. As a Certified B Corporation® , we are passionate about consulting, designing, and building people-centered business solutions that deliver meaningful, long-term success. We meet our clients where they are and solve their human performance challenges by bringing together learning experts, visual designers, change strategists, communicators, researchers, and technologists to deliver holistic solutions. TiER1ers believe that the potential for any organization lies within its people. By unleashing the best of both, we will change the world.

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