

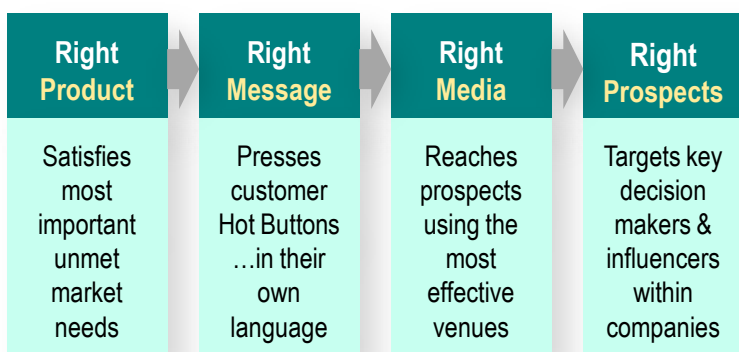
# B2B Product Launch

## Workshop & Software

In this one-day workshop, your team will learn the most advanced product-launch methods available to B2B marketers.

You'll receive Excel-based<sup>1</sup> LaunchStar™ software loaded with powerful tools for planning your next product launch.

From AIM... home of New Product Blueprinting

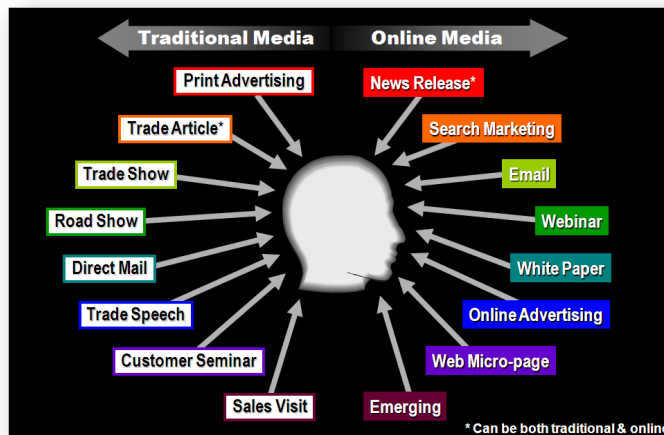


It's time to replace the 4P's you borrowed from B2C marketers with a new B2B model: Launch the *Right Product* with the *Right Message* using the *Right Media* to the *Right Prospects*.

Learn the tools of this approach & reach target prospects with unmatched precision & impact.

How do you pick the right mix from 8 traditional and 8 online media? Learn how to optimize for 1) *industry concentration* (# of buyers), 2) *industry position* (new entrant, leader, etc.), and 3) *industry preferences*.

Mastering new *online* media is critical: In 80% of B2B transactions today, the customer finds the supplier—not the other way around. Learn how to make sure prospects find *your* product... not competitors'.



## Use LaunchStar™ software to...

- Create a 2-page *Launch Summary* (Strategy-Team-Activities-Results)
- Develop *Prospect Profile*
- Complete prospect *Launch Survey*
- Optimize value proposition
- Develop your *Message Brief*
- Answer key positioning questions
- Plan and justify pricing
- Plan with the *Media Strategy Matrix*
- Learn over 120 tips for 16 media
- Choose from 25 sales tools
- Plan comprehensive sales training
- Use a 150-line launch plan (Gantt)
- Utilize the *Agency Screening Tool*
- Develop & analyze launch budget
- Create lead scoring & nurturing plan
- Move prospects along buying cycle
- Monitor key metrics with dashboard

Everything you need to launch your product... in one Excel® file<sup>1</sup>

<sup>1</sup> Excel is a registered trademark of Microsoft  
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