

Product
Management/
Launches

*Implementing
a global
marketing plan for
a new product*



Background

A cutting-edge product was being launched globally, but sales representatives and customers didn't understand its advantages. Recognizing the need to generate awareness and communicate key product benefits, senior management sought an experienced project leader to plan and implement the launch.

Solution

The project leader first defined market needs. Working with customers, global marketing, product development, and quality teams, the project leader spearheaded efforts to clarify customer requirements and refine the product accordingly; and then created a comprehensive launch plan that accomplished four objectives:

- > *Set pricing:* Pricing and profitability targets were assessed in conjunction with sales, marketing and global business units.
- > *Plan inventory requirements:* The project leader worked with the sales team and manufacturing planners to forecast and ramp up launch sales requirements.
- > *Conduct market research:* Extensive customer interviews were conducted to identify and prioritize sales training and customer education needs.
- > *Create communications materials and train global marketing teams:* The project leader created and delivered a wide array of promotional and educational materials to produce desired launch outcomes.

Once the product was launched, the project leader monitored sales, analyzed and addressed customer problems, and managed the product life cycle and eventual phase out.

Results

The launch was accomplished successfully and on schedule, and the product became a key revenue contributor.

Take action. Call us today.

See how we can help you make and keep commitments. Our partners are located in the Minneapolis/St. Paul area, and have experience managing projects in both North America and Europe.

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Logic Intuition

Project Leadership Services

We help you make and keep commitments.