

## Avoid Failure to Launch

### Planning Successful Product Launches

Every technology company launches products, yet some do it well while some don't focus on it as much as they should. There may be more of a difference than you think: a well-managed, strategic product launch can lead to less questions, higher product adoption, increased cross-selling, and of course, higher revenues.

To make sure your next launch is as successful as possible, follow our five launch best practices below.

#### 1. WIDEN THE CIRCLE

Too many "launch managers" (product managers, product marketing, or project managers) tend to think too small and only focus on a traditional group of people. This inner circle usually includes Sales, Marketing, Training and other "usual suspects." However, many other important influencers are often overlooked, including account teams, client service, executives, and others. More is definitely better here so err on the side of including more representatives in your launch meetings or updates.

#### 2. COMMUNICATE. NO, REALLY COMMUNICATE

It never ceases to surprise us that even the most thorough product launch plan and process inevitably fails to catch one person's attention and often with painful results. "You can't send the GA email now! My client will have too many questions." While this is frustrating because it's almost impossible to get your launch details in front of everyone, the best launch managers are ruthlessly proactive about getting the word out. We wish we were kidding when we tell the story of one client who posted flyers in the bathrooms ...

#### 3. ASSIGN A DEDICATED RESOURCE

Launch management isn't a part-time job and ultimately, it's not the product manager's job either. To be successful, you need a full-time resource (or at least one solely focused on the launch). It also helps if they sit somewhat outside of the traditional product team as they can bring fresh perspective and bring in subject matter experts – such as public relations, project managers, trainers, or project managers – as needed.

#### 4. DON'T OVER-COMMIT, INTERNALLY OR EXTERNALLY

Over-committing and under-delivering is the worst mistake you can make here. While instincts tend toward trying to impress and meet expectations, product development and launch need a healthy dose of reality. It may require courage – after all, no one wants to tell the VP of Sales he can't get his shiny new feature in this release – but if you get caught up in “feature creep,” you're only setting yourself up for delays, deferments, or worse. Be realistic now.

#### 5. TAKE ADVANTAGE OF COLLABORATIVE TECHNOLOGIES

Technologies like Web conferencing, Wikis, and collaboration environments let widely dispersed product teams collaborate in real-time and focus on the common goal. Chances are your team is either spread out or hard to track down, so do all you can to bring them together productively.

## The 190west Advantage

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190west has literally launched hundreds of products and can help you make your next product launch a success.

To learn more about how 190west can help you achieve better results, please visit [www.190west.com](http://www.190west.com) or call **866.538.8196** today.

