Cheatography

Launch Management Cheat Sheet Cheat Sheet

by Rapidlaunch via cheatography.com/212222/cs/46136/

Launch Basics

What is a Product Launch?	Common Launch Challenges (Benchmarking Insights)	The 3 Phases of Launch (The Three A's)	Launch Workflow	Role of the Executive Champion
The transition from New Product Development to market introduction. - Failure or success is quickly evident and impactful.	- No defined market window.	- Arrange - Prep tasks: documentation, strategy alignment.	- Starts during development. - Uses a multi-phase approach	- Required for important launches.
One of the most visible and critical milestones in a product's lifecycle.	- Lack of executive champion oversight.	- Activate - Execute plans, validate readiness.	- Uses a multi-phase approach (Early, Middle, Late).	- Ensures cross--functional teams are aligned.
Failure or success is quickly evident and impactful.	- Launch plans misaligned with - Business Cases or Marketing Plans.	- Announce - Publicly release product, trigger full launch.	- Enables go/no-go decisions at each stage.	- Provides market-facing presence and internal support.
	- Poor or insufficient sales training.		- Encourages better team communication.	
	- Operational systems not launch-ready.			
	- No launch metrics tracked.			
	- Reluctance to cancel or pause failing launches.			

Planning & Readiness

Confirm the Market Window	Synchronize Key Documents	Beta & Market Testing
- Best time for launch = unique market position.	- Ensure alignment between Business Case, Marketing Plan, and Launch Plan.	- Market tests: Validate customer interest + forecast.
- Avoid launching just to meet internal timelines.	- Keep documents in sync throughout the process.	- Beta trials (B2B): Ensure product performs as intended.
- Market tests, customer needs, seasonality, and competitor inactivity all inform timing.		- Support pivot or no-go decisions early.

Execution & Monitoring

Product Availability Ratings	Marketing Collateral + Promo Readiness	Channel & Readiness	Operational Readiness	Launch Metrics	Be Prepared for No-Go Decision	The Announcement	Launch Checklist Highlights

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Execution & Monitoring (cont)

- GA (General Availability): Open to all customers.	- Create clear, readable, on-brand materials.	- Confirm channel capacity.	- Ensure infrastru-cture is go-live ready:	- Examples: Announcement first order, Order invoice payment.	- Encourage the team to pause or cancel if needed.	- Signals to the market: "We're live!".	- Confirm strategy, alignment, documentation.
- CI (Contr-olled Introd-uction): Limited market/test group.	- Include: Sales briefs, FAQs, Objection handling docs.	- Assign channel capacity manager.	- Order, fulfillment, logistics.	- Inventory turnover, Call center response times.	- Anyone should be able to "pull the emergency cord".	- Backed by all marketing, sales, and ops.	- Ready all systems: ops, sales, marketing.
- LA (Limited Availability): Wider access but still limited.	- Plan for creative, legal, layout, and fulfil-lment time.	- Use historical data to inform feasibility.	- Customer service + returns.	- All can be tailored to your company and industry standard.	- A flawed launch can do long-term damage.	- Coordinated via PR, media, internal and external channels.	- Validate: market need, sales enable-ment, customer readiness.
		Ensure distri-butors and retailers are equipped and incentivized.	- IT systems + support.	Track time to order, fulfil-lment, payment, and support interactions.			- Set and track metrics.
			Logistics, ordering, support, and customer service must be live at launch.	Use metrics to assess success and refine future launches.			

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