

THE NEW PRODUCT LAUNCH CHECKLIST

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To ensure a successful product launch, use this checklist to track the tasks of each team:

PRODUCT DEVELOPMENT

- _____ Develop a fully functional product.
- _____ Quality assurance and testing.
- _____ Inventory readiness.

PRODUCT DEVELOPMENT

- _____ Market research and competitive analysis.
- _____ Branding and messaging strategy.
- _____ Content creation.
- _____ Launch event planning.

SALES

- _____ Sales training and materials.
- _____ CRM setup for tracking leads and conversions.

CUSTOMER SUPPORT

- _____ Training for handling product-related inquiries.
- _____ Support resources creation.

CUSTOMER SUPPORT

- _____ Inventory management.
- _____ Distribution and logistics planning.

PRODUCT MARKETING

- _____ Value proposition definition.
- _____ Messaging and content creation.
- _____ Collaborative launch plan development.

priorities & other notes:

MILESTONES

- | | |
|-----------------------|--------------------------|
| _____ MARKET RESEARCH | _____ COMMUNICATION PLAN |
| _____ TESTING PLAN | _____ LAUNCH SCHEDULE |