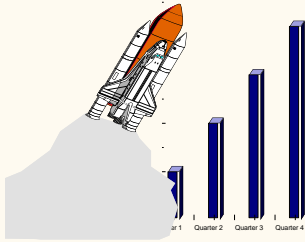


SPT

Specialist services to scientific, technical and medical industries

Training



Launching New Products

‘Launching New Products’ provides a practical guide showing how to support the sales force in the scientific market segment by taking classical and not so classical concepts and applying them to real situations.

Course contents are as follows:

Market overview

- Ways to segment the market
 - Segmenting rational
- Sales by segment
- Key competitor sales

Product positioning

- Ways to position the product
 - Positioning rational
- Differentiating from competition
- Pricing strategies and rational

Competitor information

- Competitor positioning
- Strengths and weaknesses
- Antidotes

Key Advantages

- FAB analysis
- ‘For instances’
- Beta trial comments
- Quick look competitor comparison

Launch strategy

- Sales targets
 - Rational by quarter/year
- Key sales force activities
- Sales force targeting
- Hit and hurt lists

Product launch platform

- Key information for the sales team
- formatting the information for easy use

Other key issues

- Suggestions for training the sales force
- Suggestions for product literature

For more information
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Launching new products is a practical approach to developing a Product Launch Platform (PLP) that is of immediate use to the sales force. The PLP also acts as a basis for training the sales team and for putting the training together with the workshop exploring ways to accomplish this. Ideas for product literature are also explored. The workshop is very interactive with focus on delegates actual products, translating key ideas into immediate use. The workshop style is relaxed but productive