CONCEPT

Go-to-Market Strategy and New Product Launch: Positioning, Pricing and Launch Gates

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Amsterdam - Zuidas business district hotel



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Introduction:

New products often reach the market late, with fuzzy target segments, pricing set in a hurry and sales teams that cannot explain why a buyer should switch. A clear go-to-market strategy links who to sell to, what to promise, how to price and package, and which sales motion carries the offer, before launch money is spent. This Core Concept course gives product, marketing and sales managers the methods to build that strategy, justify it in a business case, pass launch gates and measure the first months in market. Participants produce a Go-to-Market Plan and Launch Playbook for a case product.

Course Objectives:

- Define the scope of a go-to-market strategy and diagnose gaps in how a new offer is currently being taken to market
- Select target segments and write an ideal customer profile, value proposition and positioning statement for a new product
- Decide pricing, packaging and the sales motion direct, partner-led or self-serve that fit the target buyer and unit economics
- Build a new product business case with revenue scenarios, NPV and payback, and present it at a go/kill launch gate
- Coordinate the launch timeline, sales enablement, launch campaign and onboarding readiness across functions
- Track launch KPIs on a dashboard and run a post-launch review that feeds the next iteration of the go-to-market plan

Target Audience:

- Managers who own a product or service line and are accountable for its commercial introduction
- Product marketing managers who craft positioning, messaging and launch content for new offers
- Marketing managers who plan demand generation and launch campaigns for new products
- Sales managers who prepare account teams to sell newly introduced products and hit early revenue targets
- Business development managers who assess new segments and build the commercial case for entering them
- Commercial planning managers who consolidate launch budgets, forecasts and performance reports

Course Outline:

Day 1: Go-to-Market Strategy Scope and Launch Diagnostics

- Go-to-Market Strategy Components: Target Market, Value Proposition, Pricing, Channels and Promotion
- Go-to-Market Plan Versus Marketing Plan Versus Product Roadmap Boundaries
- Launch Failure Pattern Review From Recent Multi-Sector Launches
- SWOT and PEST Scan for a New Product Entering an Existing Market
- Go-to-Market Readiness Self-Assessment for a Current Offer

Day 2: Segments, Ideal Customer Profile, Positioning and Pricing

- Market Segmentation by Firmographics, Needs and Profitability With Segment Attractiveness Scoring
- Ideal Customer Profile and Buyer Persona Worksheets for the Buying Committee
- Value Proposition Statement and Competitive Alternatives Map
- Positioning Statement Template and Messaging House
- Pricing Model Choice: One-Time, Subscription, Usage-Based and Tiered Packaging

Day 3: Sales Motion, Business Case and Launch Gates

- Sales Motion Selection: Field Sales, Inside Sales, Partner-Led and Self-Serve Product-Led Growth
- Coverage Model and Sales Capacity Calculation for a New Offer
- New Product Business Case: Revenue Scenarios, Launch Budget, NPV and Payback
- Stage-Gate Launch Stage With Must-Meet Knockout and Should-Meet Scored Criteria
- Launch Readiness Checklist Across Product, Sales, Marketing, Service and Operations

Day 4: Launch Execution, Enablement and Performance Tracking

- Launch Tiering and Cross-Functional Launch Timeline With RACI
- Sales Enablement Kit: Pitch Deck, Battlecards, Objection Handling and Certification Quiz
- Integrated Launch Campaign: Announcement, Content, Paid Media and Marketing-Qualified Lead Targets
- Customer Onboarding Readiness: Welcome Journey, Support Scripts and Early Adopter Feedback Loop
- Launch KPI Dashboard: Pipeline, Win Rate, Adoption, Churn Signals and Leading Versus Lagging Indicators

Day 5: Case Product Go-to-Market Plan and Launch Playbook

- Case Product Briefs From Industrial Equipment, Financial Services and Software Subscriptions
- Segment, Positioning and Pricing Decisions for the Chosen Case Product
- Business Case and Gate Review Pack Drafting
- Launch Playbook Assembly: Timeline, Enablement Plan, Campaign and KPI Targets
- Post-Launch Review Protocol and Go-to-Market Plan Defence to a Launch Board

Skills You Will Gain:

- Market Segment Prioritisation
- Ideal Customer Profiling
- Positioning and Messaging
- Pricing and Packaging Design
- Sales Motion Design
- New Product Business Case Appraisal
- Launch Readiness Governance
- Launch Performance Measurement

Why Attend This Course:

- Leave with a Go-to-Market Plan and Launch Playbook tested against a launch board on a case product
- Bring product, marketing and sales colleagues onto one launch timeline instead of three separate plans
- Stop launches that are not ready by applying explicit gate criteria before budget is released
- Compare launch practice with managers from manufacturing, financial services, technology and consumer sectors

Conclusion:

A new product earns market share when target buyers, promise, price and sales motion are decided together and tested before launch. The course moves from the scope of a go-to-market strategy and launch diagnostics, through segmentation, ideal customer profile, positioning and pricing, to sales motion choice, the business case and launch gates, then enablement, campaign, onboarding readiness and KPI tracking. The final day turns this into a Go-to-Market Plan and Launch Playbook for a case product, ready to adapt for the next launch.