



Considerations When Planning New Product Launches for Wholesale Distributors

1) Understanding Current Situation

- *Market Environment* – what is current opportunity and future outlook for this product?
- *Competition* – who are the current players? What do the competing distributors stock? What substitutes are available?
- *Customer Needs and Product Fit* – is the product a match with customer needs? What requests do we have for the product? What research do we have on the need?
- *Strengths and Weaknesses of Product Offering*

2) Developing Launch Plan

- Determining Target Audience
- Pricing Strategy
- Establishing Stocking Inventory / Dollar Investment
- Establishing Market Share or Sales Goals
- Unit Sales and Revenue Forecast
- Develop Launch Calendar

3) Planning Internal Communication

- Advance Education for Staff
- Communicate Goals and Priorities
- Manage Impact to Existing Efforts
- Launch Program / Incentives
- Identify Point-Person for Launch / Product Manager or Champion
- Develop System for Ongoing Communications

4) Executing an Effective Promotional Strategy

- Determining Budget
- Obtaining manufacturer funds and personnel support
- Integrated Marketing Communications
 - o Newsletters
 - o Web Site
 - o Product Catalog
 - o In-store Displays / POP
 - o Product Promotional Flyers
 - o Coupons / Specials / Gift-with-Purchase
 - o Sampling Program
 - o Direct Mail
 - o PR / Media
 - o Events / Demonstrations
 - o Education
 - o E-mails / E-newsletters
 - o Paid Search

5) Tracking and Measurement of Results

- Key Metrics
 - o Sell-through of inventory within specified time
 - o Achievement of forecast
 - o Return on investment
 - o Customer adoption rate
 - o Customers educated vs. customers buying
- Review / report results to management
- Review / report results to manufacturer