

Don't Leave Your Sales Team Behind when launching new products

\$15M is spent on marketing new products

Yet **55-80%** of new product launches fail



Almost 1/2 of B2B sales leaders report their sales teams need to do a better job introducing new products to market

TALKING ABOUT a new product and **SELLING** a new product are very different

Salespeople must **ADJUST** their **SKILLS** to **SELL** a new product

LEARN, THEN LAUNCH – Invest in sales training **before** launching a new product

- **Understand the Market**

What's driving the need for the new product?

- **Target the Right Companies**

Which companies are most likely to be early adopters?

- **Understand the Buying Process**

Who are the key players, what are the decision criteria, what are the potential objections, and what are the competitive threats?



SALES COACHING – one of the most effective ways to **increase** sales performance

- Identify what their sales teams doesn't know and what they need to know to sell the product
- Drive new product sales revenue by leveraging sales managers' knowledge
- Increase the probability that salespeople don't fall back and sell what they know because it's easier



Learn more about successfully launching new products?

Download our complimentary white paper – **Don't Let Your Next Product Launch Fail**
<http://goo.gl/XYSbbv>



Sources

<http://ir.nielsen.com/investor-relations/investor-news-and-media/press-releases/Press-Release-Details/2011/Nielsen-Revolutionizes-Way-Companies-Approach-Product-Innovation/default.aspx>

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