Agile Market Entry (AME)

Product Launch Boot Camp

Avoid the Innovation Death Spiral

The new product launch is always an exciting time. It is often the culmination of years of intensive product development and a time of high expectations and great opportunity. But, the launch is the most challenging stage of Product Development. It is the moment of gretest risk. Some of the pain and failure is inherent to disruptive tech, but too often it is self-inflicted. AME is the way to stop this pain! **Deploy the Agile Market Entry Playbook by utilizing the AME Product Launch Boot Camp.**

THE PROGRAM:

The training: Learn the skills to use the playbook with our training sessions:

- Session 1: Intro to AME – The Core Principles
- Session 2: Pre-launch - Derisking the Sales Process
- Session 3: Sales Process – Discovering the Repeatable Sales Process (RSP)
- Session 4: Beyond the Sales – From Close to Normalization

The coaching: Support the real-world application of the playbook with two coaching sessions per month

The Tracking: We keep you accountable with the AME Sales Playbook tracking

- 3-6 participants from your team (consider including sales, marketing, product management and R&D)
- 6-month program — $5000.00 per month

WHY ATTEND:

- Avoid premature scaling, the #1 common problem with failed launches
- Achieve market scale and accelerating revenue growth faster
- Deliver the repeatable sales process (RSP) required by every sales team
- Right-track a struggling product launch
- Leverage the value of a disruptive product across all products and the whole company

WHO SHOULD ATTEND:

- Sales leaders wanting to arm the sales team with the tools required to do the job
- Product managers wanting to hit the ground running right out of the gate
- R&D leadership wanting to see their new technology live up to the market promise
- Executive leadership frustrated with under-performing product launches and wanting company-wide impact

Statistically, launching disruptive technology is one of the most challenging business endeavors.

86% of new products are incremental, but the 14% that are innovative generate 61% of the profits.

This boot camp teaches you how to discover, refine, and stand up repeatablae sales processes (RSPs) for new (disruptive) products. Find your RSP, achieve market scale, and avoid the innovation death spiral.

Contact Us:

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ViaVerus

Product Launch Boot Camp

Agile Market Entry (AME) Strategy for Disruptive Products

WORKSHOP OVERVIEW

This workshop guides participants through the strategic framework required for successful market entry of disruptive products using the Agile Market Entry (AME) approach. Four essential sessions focus on understanding, developing, and executing an adaptable and effective sales strategy for innovative and transformative products.

Session 1: Intro to AME – The Core Principles

Launching disruptive technology is statistically one of the most challenging endeavors in business. The success rate is low, which is why 86% of new products tend to be incremental rather than groundbreaking. In Session 1, we'll explore:

- Common pitfalls and limitations of traditional sales frameworks
- Introduction to the Agile Market Entry (AME) framework and its relevance to disruptive technologies
- AME's four key elements: Purpose, Principles, Practices, and People
- Discussion on overcoming the low success rate of disruptive product launches

Session 2: Pre-launch - Derisking the Sales Process

This session will start with an overview of the stages of the repeatable sales process (RSP), the tool required by every professional sales team to scale sales.

- Defining the ideal market entry point
- Derisking the sales process prior to commercial launch
- Moving beyond traditional methods like customer discovery, voice-of-customer, customer personas, market analysis, and conventional product launch planning
- Finding market-language fit
- Applying the MVP (Minimum Viable Product) concept to regulated products, and pre-selling the market

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Session 3: Sales Process – Discovering the Repeatable Sales Process (RSP)

- Defining and learning from your Beachhead Market
- Developing messaging that generates qualified leads
- Establishing a scalable and adaptable sales process suited to innovative products
- Quickly validating (and invalidating) critical assumptions on the path to your RSP
- How to map the customer journey touchpoints crucial for lead conversion
- Managing to effective north-star metrics
- Integration of feedback mechanisms to refine and adapt sales strategies continually
- Selecting and managing the AME *special forces* sales team

Session 4: Beyond the Sales – From Close to Normalization

Normalizing and scaling your RSP is the key to selling beyond the early adopters and capturing more than just 10-15% of the market. In session 4 we will explore the often-overlooked sales stage beyond *closing the sale* critical to a successful RSP and scaling revenue.

- Strategies for moving from closing sales to normalizing product use in market operations
- Best practices for post-sale customer support to ensure product integration and routine use
- Techniques for building long-term customer relationships to encourage repeat business and referrals
- Insights into transforming initial sales successes into standardized operational norms for customers
- Bonus: The Sales Team RSP Cheat Sheet