THE LAUNCH OF A SUCCESSFUL INNOVATION THANKS TO THE SALES FORCE

Strategies, methods, models and concepts succeed in the launch and the sale of an innovation

**Category:** Methods and Tools
**Type:** Workshops and Seminars
**Duration:** Between 5 and 8 hours
**Format:**

**DESCRIPTION**

When an innovation is ready to be launched to the market after the stage of “Product Development” is when many organizations think about how to introduce it in to the market and, specially, what to do to make it successful. However, all executives think their innovation will be a complete success and sometimes they forget about the really important factor in that process. That is why, through this module, we will know which are the stages of an innovation launch from the sales perspective, when must this innovation be introduced, which strategies must be followed at each moment, who must be sales team and why, how to explain the customers that novelty we want them to buy and their possible reactions.

**LEARNING OBJECTIVES**

- Be able to understand the stages of an innovation’s launch to the market
- Know how to organize the sales force at any moment of the life cycle
- Know the sales team profile, to sell an innovation both B2B and B2C
- Be able to give arguments in order to sell an innovation
- Know when the moment to introduce an innovation in the market is
- Know customers’ reaction to a novelty
- Understand how customers’ preferences opposite to something new are made up vs. how those preferences are made up opposite to something we already have

**IN THIS COURSE YOU LEARN TO**

- Develop suitable strategies at each moment of an innovation launch
- Decide when an innovation must be launched into the market
- Explain why your innovation must be adopted by customers
- Manage the sales team; decide who is and who is not suitable to sell an innovation
- Be aware of the customers’ reactions facing an Innovation.
- Consider the characteristics that customers have in mind when they adopt an Innovation