



Product Launch Training

Helping you to sell more and secure your product positioning on a global basis



Benefits

- Improve time-to-market speed
- Enter new markets with minimal cost
- Improve customer conquest rates
- Reduce training costs while improving quality and convenience of training
- Motivate and excite your retail networks
- Improve customer satisfaction and loyalty
- Put yourself in control of your launches with a centralised approach
- Ensure a harmonised brand message is communicated across all markets
- Become more strategic

Controlled and consistent product launches are increasingly important to succeed in the market and will determine sales figures to a high degree. This is why it is critical to qualify and motivate your retail personnel quickly, consistently and cost efficiently across all markets.

A centralised launch approach allows for the implementation of one set of standards and one marketing message across all markets, so that brand loyalty is strengthened and a high quality of training is guaranteed. In addition, a centralised approach has proven to reduce costs by up to 30 %.

To help you stay in control, reduce costs and create the right emotional bond with the new product, we offer a wide array of sales launch services. The right initial sales, aftersales and technical training can form the perfect foundation for your launch.

At Raytheon Professional Services we have launched more than 560 products. In Europe alone, we do launches in 43 countries and 19 languages. Our pan-European sales launches are designed on the basis of innovative learning techniques and provide your retail network with knowledge, skills and excitement to quickly push the new product into their local markets. If cost-efficient, controlled launches are important for your market success, then trust us to take you to new performance levels.

Raytheon

Sales Launch Training – Generate substantial sales improvement with an integrated approach

Integrated Concept

Raytheon develops one central concept for your launch. On this basis, content is then translated and adapted to local market specifics for your target markets. Our integrated, innovative blended learning approach consists of web-based training (WBT) and launch events. In addition we also offer virtual classroom training (VCT) that combines elements of both WBT and face-to-face training

Web-based training (WBT)

Web-based training allows sales personnel to learn wherever and whenever they want. Its usage will ensure a consistent and controlled level of knowledge prior to sales personnel attending the launch events. In addition, WBT does not create any travel costs and can be made accessible to anyone in the organisation. The content will be defined in a training requirement analysis. In order to track the scores of the online assessment from the WBT, we use our Training Administration Service. In this way we keep track of the homogeneous knowledge entry level of the participants. You will receive a status report, on a regular basis, containing WBT completion status and assessment results.

Launch events

Each launch event will be fully focused on building brand loyalty and creation of an emotional bond with the new product. Participants will be invited to experience the product for real. They will be able to see it, touch it and test it.

They also gain a clear understanding of the benefits of the product, in comparison to their local competitors. The availability of launch events in local languages is indispensable. Launch events will be localised to all relevant markets to reflect local market specifics. We can arrange the complete event for you – from creative concept, venue selection, administration to execution and follow-up. Your lead event agency can also use our training expertise as part of a combined solution.

Central administration and reporting

Due to the high number of participants in a pan-European launch, there are a significant amount of administrative tasks to be considered. The benefits of our training solution are best seen when we are commissioned to deliver the total event, including administration and reporting. Our Raytheon Service Centre (RSC), located in Barcelona can provide these services. The RSC currently operates in 19 different languages, serving 43 European markets.

Project management and schedule

For the duration of the project, Raytheon will provide a central Project Manager as the single point of contact for all project planning, management and coordination activities. The Project Manager will ensure that processes, documents, and metrics are defined, agreed and tracked, while providing a quality and on-time delivery of the product launch.

About Raytheon Professional Services

For seven decades, Raytheon Professional Services has delivered award-winning, value-driven training solutions to organisations in a multitude of settings. Raytheon Professional Services is the market leader in training outsourcing.

We actively engage with our clients to design and execute training solutions that help our clients better deliver on promises to their customers, employees, and partners.

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