



Unveiling the Key to Launch Success – Leader Launch Training

Learning Lab
June 11, 2024



Objectives

- ▶ Identify and master the three key phases of a launch essential for success
- ▶ Foster motivation and commitment among leaders to ensure a smooth, effective launch





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Do you have training
specifically designed for
developing a leader's launch
skills?

Yes No

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Launch Issues

Spend significant resources training sales representatives to launch a product but fail to train their leaders

- ▶ Success of a launch depends on first- and second-line leaders
- ▶ First-line leaders may not have launched a product as a leader or even as a sales representative
- ▶ May require unique leadership and management skills
- ▶ Only get one chance to get it right!



Three Phases of Leadership Launch Training



Coaching for Launch Excellence



Phase I

Pre-Launch

Preparation time before the approved launch



Phase II

Launch

Day 1 through the time everything is still “new” to the sales representative



Phase III

Post-Launch

Point at which the launch no longer seems “new” to the sales representative

Leader Focus



Phase I Pre-Launch

Establish the team's vision of success

- ▶ Developing the team's clinical, product, and disease state knowledge
- ▶ Developing a business plan
- ▶ Building enthusiasm and cultivating motivation
- ▶ Sizing up the team's launch readiness



Phase II Launch

Reinforce the vision of success

- ▶ Unleashing the enthusiasm
- ▶ Executing the business plan
- ▶ Coaching launch messaging and execution of the business plan



Phase III Post-Launch

Evaluate and reenergize the vision of success

- ▶ Managing "launch fatigue"
- ▶ Evaluating and modifying the business plan
- ▶ Coaching to sustain momentum



Three Critical Skills for Leading a Launch

ROMAR
Learning Solutions
The experts in results-driven upskilling

Four Leadership Skills for Leading a Launch

Cultivating Motivation

- Generating excitement for the product and launch
- Developing belief in the product
- Appealing to the WIIFM
- Sustaining momentum

Coaching

- Developing the knowledge, skills, and behaviors to launch the product
- Providing feedback
- Coaching frequency with sales representatives

Vision of Success

- Identifying and communicating a vision of success
- Setting expectations
- Energizing the team to achieve the vision

Business Planning and Execution

- Targeting and frequency
- Who they see on day 1!
- Disciplined execution



Poll

Which of the four skills do you feel is most important for a leader to have to guide their team's effective launch of a product?

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Cultivating motivation Coaching Vision of success Business planning and execution

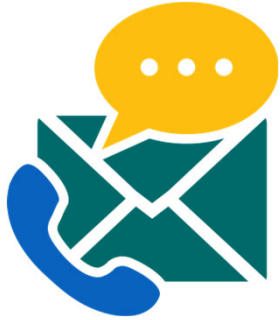
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Questions?

Thank You



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 - IN THE APP... EASY!
- ▶ **CLICK ON THE SURVEY**
 - AND ANSWER A FEW QUICK QUESTIONS.



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