

Stage	Deliverable/Activity	Tier 1	Tier 2	Tier 3	Tier 4
Pre-Creative	Select a Launch Tier	x	x	x	x
Pre-Creative	Host kick-off meeting with stakeholders	x	x		
Pre-Creative	Complete Sales Enablement Brief	x	x		
Pre-Creative	Connect with sales ops—any changes to systems?	x			
Pre-Creative	Connect with legal—any update to T&Cs?	x			
Pre-Creative	Connect with PR/AR—media or analyst briefings	x			
Pre-Creative	Connect with branded content and digital—associations, offers, webinar, or paid?	x	x		
Pre-Creative	Connect with Support—any changes to documentation?	x	x		
Pre-Creative	Submit creative request in Workfront using brief content	x	x	x	x
Creative	Host kickoff meeting with creative team and stakeholders	x	x	x	
Creative	Manage + monitor asset creation	x	x	x	x
Creative	Complete draft of launch plan (plan overview + details, activities, owners, due dates)	x	x	x	
2 weeks pre	Schedule Sales and Sales leader trainings	x	x		
2 weeks pre	Review/approve launch plan with stakeholders	x	x	x	
1 week pre	Host sales leader training	x	x		
1 week pre	Draft internal comms (email, newsletter, sales leader talking points)	x	x	x	
1 week pre	Draft descriptions and instructions to include in sales tools	x	x	x	x
1 week pre	Review/approve all internal and external assets and comms	x	x		
1 week pre	Create Sales training outline	x	x		
1 week pre	Set up Bit.ly links for internal communications	x	x		
Launch	Time launch to Announcement	x	x	x	
Launch	Schedule assets to post in LMS and/or enablement tool	x	x	x	
Launch	Host session in all-hands or Town Hall event	x			
Launch	Host sales trainings	x	x		
Launch	Publish training assets (slides, videos, etc to enablement tool)				
Launch	Publish internal comms (email, newsletter, slack)	x	x		

1 month post	Communicate results back to leadership and stakeholder team(s)	x	x		
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