HALiGHT

The Product Launch Readiness Playbook

Your Launch Is Ready. Is Your Frontline?

The campaign is approved. Inventory is moving. Displays are ready. Launch day is on the calendar. But there's one more question worth asking:

What happens when a customer asks, "Why should I choose this one?"

A launch can look flawless from headquarters and still lose momentum in the final few feet between the product and the customer. That's why launch readiness needs to include more than operational readiness. Your frontline needs to be ready to turn product knowledge into a conversation that builds confidence.

The Last-Mile Reality Check

Think about one upcoming product launch and answer these questions:

- ☐ **Can associates explain the product simply?**
  Not recite a feature list. Explain why it matters to a real customer.
- ☐ **Can they handle the questions you didn't put in the training?**
  Customers rarely follow the script. Associates need enough understanding to adapt.
- ☐ **Would the product story sound consistent across locations?**
  The words don't need to be identical, but the value proposition should be.
- ☐ **Can associates confidently recommend it against another option?**
  Knowing the product is different from knowing when to recommend it.
- ☐ **Does support continue after launch day?**
  New questions will surface once real customer conversations begin.

If any of these give you pause, your launch may have a frontline readiness gap.

Put Your Product Story to the Test

Course completion tells you whether training happened. This exercise helps you find out whether the learning actually stuck. Choose one featured product and give the same customer prompt to associates across several stores, teams, or experience levels.

Try This Customer Prompt:

“I’ve seen a few products like this. Why should I choose this one?”

Don’t give associates talking points first. Listen to how they answer naturally. Then look beyond whether the answer is technically correct.

Run the AI Fit Test

Before adding AI to a learning experience, ask:

☐	**Clarity**	Can they explain the product without relying on jargon?
☐	**Consistency**	Are associates telling the same core product story?
☐	**Relevance**	Do they connect features to an actual customer need?
☐	**Confidence**	Does the recommendation sound natural and credible?
☐	**Adaptability**	Could they handle a follow-up question or objection?

Compare the Answers

If they’re clear and consistent: Your learning is making its way to the sales floor.

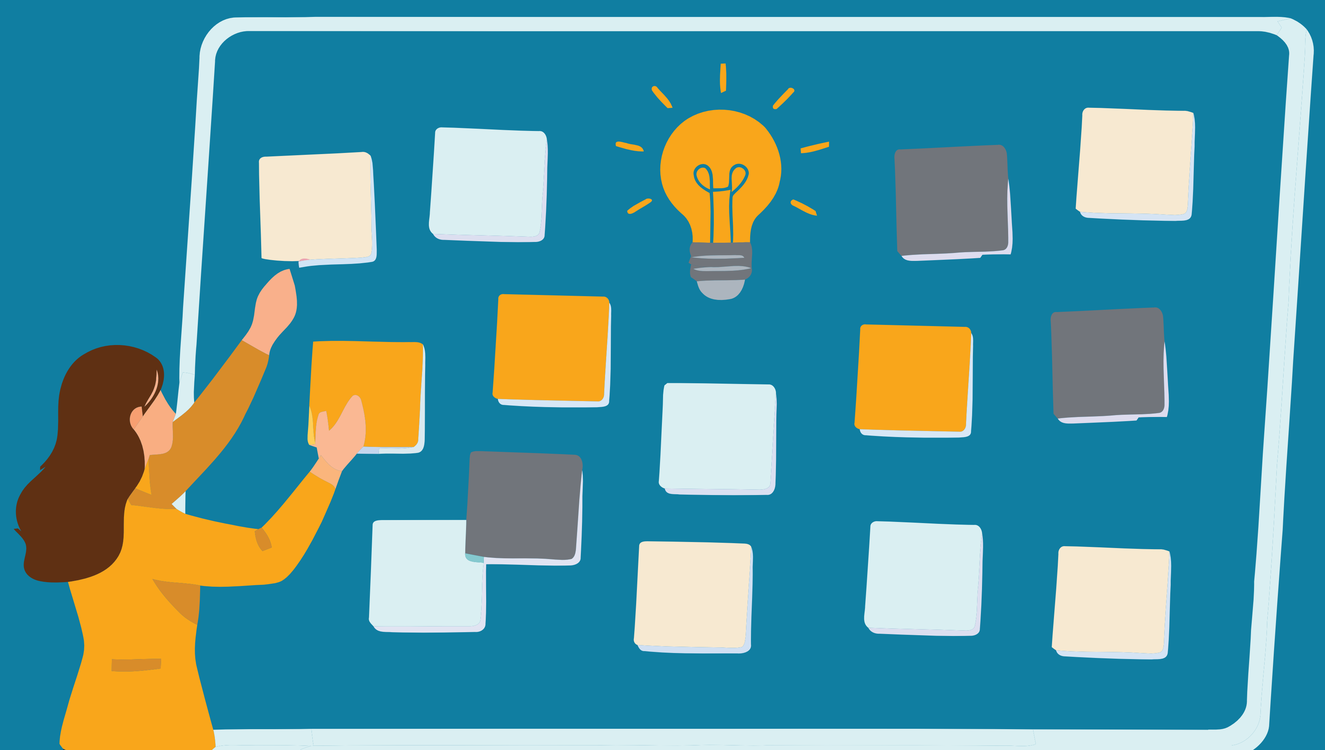
If they’re accurate but hesitant: Associates may know the information but need more opportunities to practice applying it.

If every answer sounds different: Your product story may not be translating consistently from headquarters to the frontline.

If they struggle to answer at all: More content may not be the answer. Look at whether learning is easy to access, relevant to the conversation, and reinforced often enough to stick.

Build Learning Around the Launch

Launch training shouldn’t be one big event followed by silence. Instead, think about what associates need before, during, and after launch.



Before Launch

Build the foundation

Associates need enough context to understand what the product is, who it's for, and why it matters.

Use learning to build:

Product knowledge → Customer relevance → Recommendation confidence

This is where immersive product learning, microlearning, and realistic customer scenarios can prepare associates for what they'll actually encounter.

At Launch

Make knowledge easy to use

This is when the customer questions start. Give associates quick ways to refresh what they know, find answers, and practice the conversations that matter most.

Think: Short refreshers. Quick-reference support. Practice scenarios. Easy-to-find answers. The goal isn't more training. It's the right support at the right moment.

After Launch

Learn from the floor

The first few weeks can reveal what no pre-launch plan could predict.

- What questions keep coming up?
- Where are associates hesitating?
- Which competitors are customers comparing?
- What information are associates repeatedly searching for?

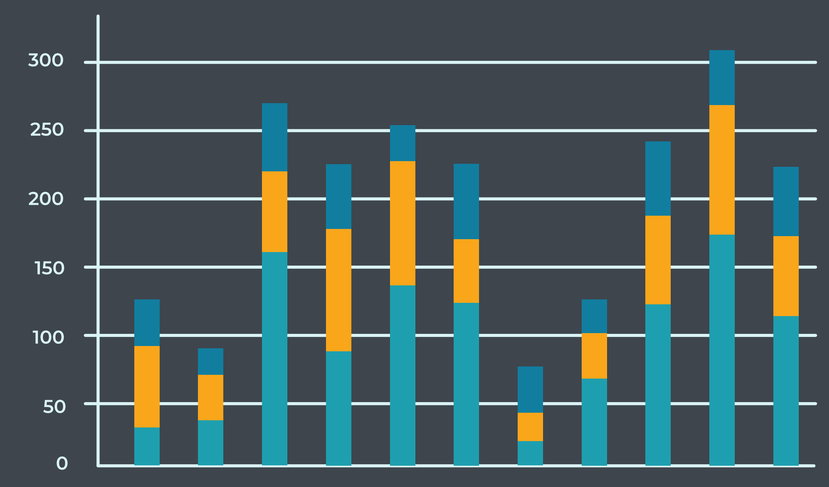
Use those signals to decide what learning comes next.

Launch → Listen → Reinforce → Improve

Measure What Happens Next

A 95% completion rate might look great on a dashboard. But the more important question is: What can associates do now that they couldn't do before?

Instead of stopping at learning activity, connect your launch metrics to frontline behavior.



Move From This → to This

Course completion	→	Can associates explain the product confidently?
Knowledge scores	→	Can they apply that knowledge to a customer need?
Content views	→	Are they returning when they need support?
Launch date	→	How does confidence change after real customer interactions begin?
One-time training	→	What reinforcement is needed throughout the selling season?

Your Next Move

Pick one upcoming launch. Choose one customer question that could make or break the recommendation. Ask associates across different stores to answer it. Then listen. You may learn more about the readiness of your launch from those conversations than you will from another completion report. Because getting a product onto the sales floor is only part of the launch.

Getting the frontline ready to sell it is what brings the strategy to life.