

New Product Launch Sales Meeting Template

Date: [Insert Date]

Time: [Insert Time]

Location: [Insert Location]

Meeting Lead: [Insert Name]

Opening Section:

1. **Welcome and Product Overview**
 - Introductions and brief overview of the new product
 - Highlight the key features and benefits of the product
2. **Launch Goals and Objectives**
 - Outline the goals for the product launch
 - Discuss the overall sales targets and expectations

Core Agenda Items:

1. **Target Market and Customer Segments**
 - Identify the primary target markets for the product
 - Discuss customer segments and key personas
2. **Sales Strategy and Tactics**
 - Review the sales strategies to be employed
 - Discuss specific tactics for reaching target customers
3. **Marketing and Messaging Alignment**
 - Ensure alignment between sales and marketing messaging
 - Review the key messages to be communicated during the launch

Feedback and Collaboration:

1. **Team Input on Strategy**
 - Open forum for feedback on the sales strategy
 - Discuss any concerns or suggestions from the team
2. **Role Assignments and Responsibilities**
 - Assign roles and responsibilities for the product launch
 - Ensure everyone is clear on their tasks

Closing Section:

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1. **Recap of Launch Plan**
 - Summarize the key points discussed
 - Confirm the action items and responsible team members
2. **Next Steps and Follow-up Meeting**
 - Confirm the date and time for a follow-up meeting
 - Set expectations for post-launch analysis