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HOW TO ENSURE A **SUCCESSFUL PRODUCT LAUNCH**

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“How fabricators plan to invest in 2024”

In 2023, 53% of manufacturers automated some part of their process. In 2024, 56% say they plan to automate.



SOURCE: GLASS MAGAZINE 2024 TOP GLASS FABRICATOR REPORT

WHAT ARE THE GOALS OF NEW PRODUCT AND MACHINE?

Fabricators look at new launches in many ways, including:

- Capture new customers (and upsell existing ones)
- Differentiating their business
- New/increased revenue stream
- Create more value for the fabricator

These launches must educate the market while promoting this new solution solves problems and addresses pain points.



- What is the best way to launch your product?
- What steps are critical?
- What are the steps you should avoid?

“You only get one chance to make a first impression.”



TWO COMMON PITFALLS TO **LAUNCHING A NEW PRODUCT**






PITFALL #1: Insufficient Market Research

- **Problem:** Lack of market research on a product that doesn't align with customer needs or preferences.
- **Consequence:** The product may fail to gain traction, leading to low sales and poor customer adoption.

PITFALL #2: Ineffective Sales/Marketing Strategy

- **Problem:** Poorly executed marketing efforts, including messaging, targeting, and channel selection, which can all hinder adoption.
- **Consequence:** The product may go unnoticed by the target audience, leading to low sales and a failure to establish a strong market presence.





Now that we've see common problems for a new product launch, let's discuss how to effectively launch your new product/machinery into the market.

WHAT IS A STRATEGIC PARTNER?

Change the paradigm from looking for a “supplier” to looking for a strategic partner.

A solutions/strategic partner is a supplier who can help solve your challenges by providing comprehensive and consistent support throughout the relationship.

After all, if they are the ones who created the product or machine, they know the best way to market and sell it.




WHAT YOU SHOULD BE **LOOKING FOR IN A STRATEGIC PARTNER?**

Whether to increase production, create new revenue streams, or differentiate their product offerings, the strategic partner should provide solutions to the fabricator's needs and wants.

- Work directly with your team to create tailor-made solutions to meet your goals
- Comprehensive training for management and most importantly, your sales team





Now, let's look at the three steps to successfully launching your product/machinery and how having a strategic partner can make all the difference.

THE PRODUCT **PRE-LAUNCH PHASE**

The pre-launch is the most important step and the bulk of the planning.

It is the opportunity to ensure your new product launch is comprehensive, compelling, and newsworthy.

Without a solid plan, there will be little data to analyze after the launch.



THE PRE-LAUNCH PHASE INCLUDES:

- Market research
- Identifying the target audience
- Creating a strategic launch plan
- Training and educating CSRs and the sales team
- Developing marketing collateral
- Ensuring operational readiness
- Clear communication and coordination across the teams

MARKET RESEARCH (DISCOVERING CUSTOMER NEEDS)

The pre-planning process starts well before the launch, focusing on understanding your customer needs, preferences, and pain points.

This helps validate the new product offering and ensure demand in the market.



IDENTIFYING YOUR TARGET AUDIENCE

Identifying the target audience is essential. You want to have a strategic plan when creating targeted marketing messages and when you are creating collateral, social media, brochures, advertising, email campaigns, and more.

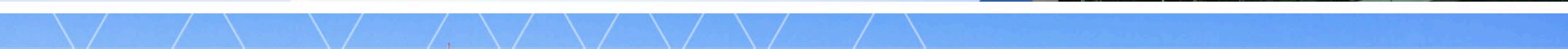
- Commercial or residential market sectors
- Glass shops
- Architects



HOW A SOLUTIONS PARTNER CAN HELP



A solutions partner will work directly with you to understand what your customers are looking for and then work to create unique value propositions (UVPs) that articulate what differentiates your product from everyone else.



STRATEGIC LAUNCH PLAN

Now, it is time to put together a comprehensive plan.

- What goals are you trying to achieve?
- Are there specific markets you want to target?
- How will the product be implemented and accounted for?
- Will manufacturer ride-alongs help promote the product?
- Are you including any incentives for 1st time customers?

HOW A SOLUTIONS PARTNER CAN HELP

During this phase, a solutions partner will help guide the various stages of the launch to ensure maximum effectiveness.

- Has the solutions partner implemented this product with a similar-sized fabricator?
- Providing references to other fabricators who have successfully launched new product
- The solutions partner should help you find ways to create new market share, increase customer sales, build brand awareness, etc.



SALES TRAINING AND EDUCATION

The importance of training and educating your sales staff cannot be overstated.

For a product launch to be successful, you need to train them on the features and benefits of the new product or machinery and help them understand and believe in its advantages.



HOW A SOLUTIONS PARTNER CAN HELP

As the expert, this is where a solutions partner should educate the fabrication sales teams:

- Review regional footprint, competing products, and competitors
- Training on key value propositions and product differentiators
- Product demos, including which key features to demonstrate
- Review common questions your customers and your customers' customers may encounter



DEVELOPING MARKETING COLLATERAL

For your product launch to be successful, marketing is crucial.

- **Perception of your brand:** Ensure your website content, brochures, email campaigns, and other promotional materials have clear and consistent messaging and showcase the unique value of your new product/machinery.

HOW A SOLUTIONS PARTNER CAN HELP

Fabricators and their customers rarely have the bandwidth to create marketing collateral for their offerings. Leaning on the expertise of your partner can make all the difference:

- Co-branded marketing materials
- Press releases across multiple publications
- Content creation, product visuals, and website copy
- Customized ads, social media, email campaigns, and videos
- Marketing collateral for the fabricator's customers and their customers (end-user)




CLEAR COMMUNICATION AND COORDINATION

Clear communication is critical; therefore, ensure the team is aware of the goals, targets, and the specific audience you aim to reach.

Management must ensure the entire team is aligned and moving in the right direction.





It's finally time to launch your new product and unveil what you've been working on to the industry, your customers, and the public.

THE LAUNCH ITSELF

While your product/machine launch is an exciting time, it should be met with clear objectives and consistent messaging from sales and marketing. Key aspects of the launch phase include:

- The best way to communicate
- Ensuring marketing and sales efforts
- Maximizing PR and media coverage



CHOOSING THE BEST WAYS TO COMMUNICATE

How do your customers and prospects receive news and updates and send them the information accordingly?

Whether through email campaigns, social media, direct mail, or industry publications, a solutions partner should help create sales and marketing material tailored to each channel for maximum outreach and effectiveness.

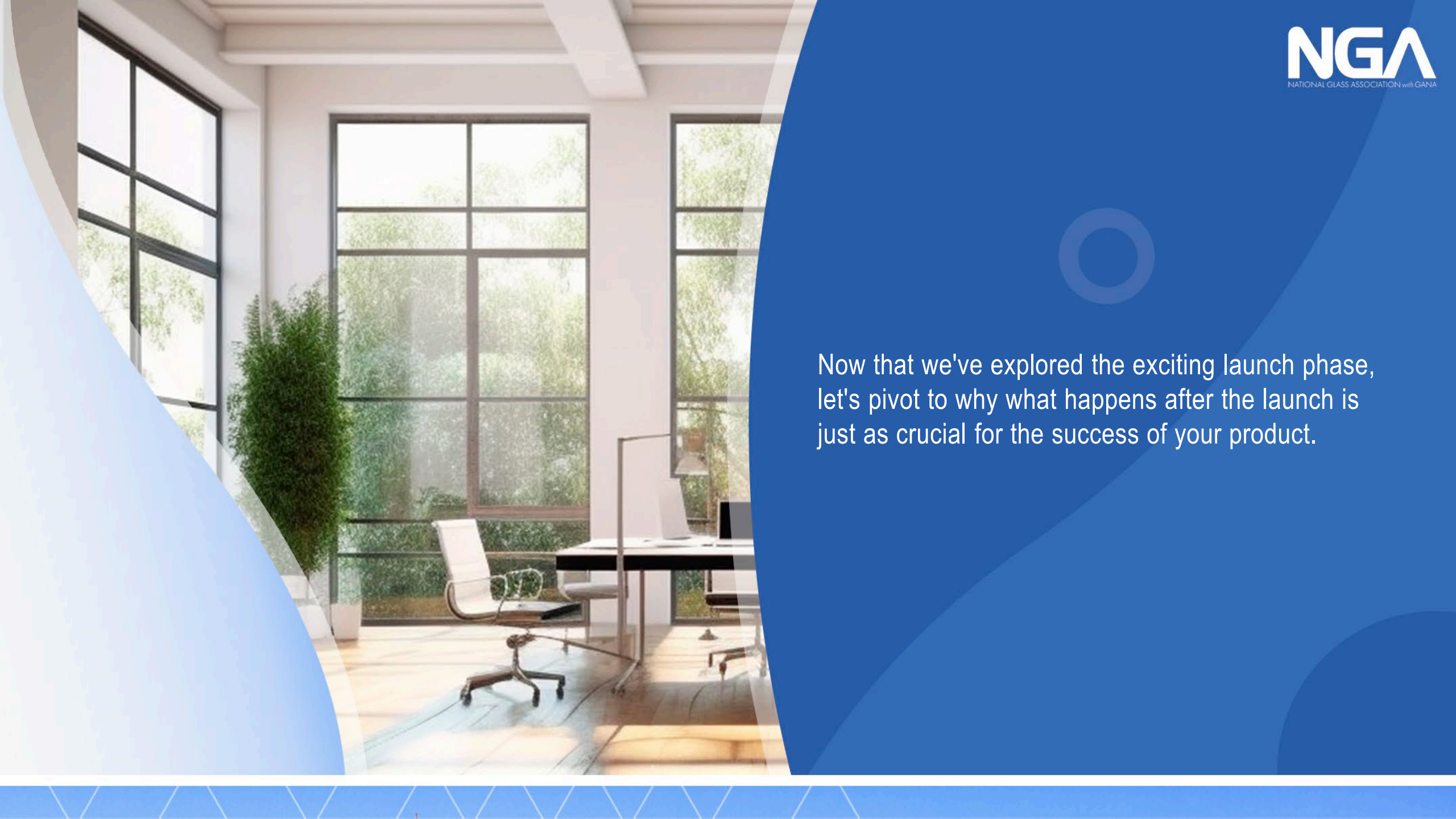


MAXIMIZING PR AND MEDIA COVERAGE

Encourage your sales and marketing teams to share the news through email and social channels, and do not underestimate the power of your professional network.

A solutions partner could also announce your new product launch. Cross-promoting your new product/machinery can help reach more audiences, create additional brand awareness, and build more demand/excitement.





Now that we've explored the exciting launch phase, let's pivot to why what happens after the launch is just as crucial for the success of your product.

POST-LAUNCH **ALLOWING ADEQUATE TIME**

We recommend reviewing the status of the new product offering at 150 - 180 days post-launch, thus giving adequate time for new market opportunities.

Getting insight from the sales team and customers is imperative and can help with necessary adjustments to improve your overall strategy.



LISTENING, EMBRACING, AND IMPLEMENTING FEEDBACK

- Ask customers how they're using the product. Where are they seeing success?
- Do they understand the product's features and benefits?
- Are there any technical or warranty questions?
- Does the manufacturer need to go into the field with the sales team to help promote the new offering?
- Does the sales team need more training? New hires?



HOW A SOLUTIONS PARTNER CAN HELP

A good solutions partner will help analyze the post-launch by doing the following:

- Talking with your sales team
- Routine service visits to your facility to ensure product/machine functionality
- Answering technical and support questions from CSRs, sales teams, plant managers, etc.
- Checking in on whether additional marketing materials are needed





KEEP THE LAUNCH **MOMENTUM GOING**

The new product offering doesn't end with the launch; neither should your marketing efforts.

Consistent efforts in the post-launch phase contribute to brand building and reputation management.

Continually promote the product and slowly integrate the product's benefits into the company's overall capabilities and offerings.



KEEP THE LAUNCH MOMENTUM GOING

- Showcase promotional offers, customer testimonials, product implementation(s), or success stories
- Creating new and interesting marketing material (such as a video or white paper)
- Feature the product/machinery through webinars, trade shows, lunch-n-learns, and open houses

Oftentimes, fabricators are busy and do not have the time or resources. Therefore, a solutions partner will help initiate and implement these marketing ideas.




Quality
Enclosures

"DFI's marketing and sales support have been a benefit to offering Diamon-Fusion to our customers. Diamon-Fusion a superior product, but their team helped us every step of the way."

Steve Schwartz



solutions.com



Let's look at the key takeaways that bring together all the insights on launching a new product successfully.

PRE-LAUNCH PHASE TAKEAWAYS

- Thorough market research for understanding customer needs
- Clearly defined objectives that align with the launch strategy
- A comprehensive launch plan with timelines and allocated resources
- Training, education, and incentives for sales reps are critical for confidence in the product, effective customer engagement, and more sales
- Well-prepared marketing materials, as well as web pages, emails, and brochures

Clear communication is paramount. Ensure the various teams are aligned on the goals, what is expected of everyone, and how you plan to position the product in the market.

THE LAUNCH PHASE **TAKEAWAYS**

- Consistent messaging from sales, marketing, CSRs, and management is vital
- Encourage employees, partners, and distributors to share the news across social media
- A well-executed launch can help build brand momentum and serve as an opportunity to gather valuable feedback for the future

Maximize PR and brand awareness and, most importantly, communicate to the industry.

POST-LAUNCH PHASE **TAKEAWAYS**

- Analyze the goals and determine if the market strategy needs to change or if the product positioning needs to be adjusted
- Actively engage with customers and sales reps to gather feedback and implement changes
- Don't let your foot off the gas. Keep promoting the product through different marketing channels and value propositions in different market segments.
- Continual education and training about the product's benefits can lead to upselling and increased customer value

Continual sales and marketing support from your solutions partner, as well as the fabricator sales teams, is vital for the success of a new product/machinery launch.

THE SOLUTIONS PARTNER TAKEAWAYS

- When looking for a supplier or product/machinery to add to your line of products, fabricators should also be looking for a strategic partner
- A good partner should ask questions, learn about your business, and recommend solutions
- They work hand in hand with your team, creating strategic plans based on your goals, whether that is to gain new market share or expand capabilities
- When time and resources are not available, a solutions partner can create customized marketing material, provide training for CSRs, sales teams, and plant managers

A good solutions partner should provide a full-service program: sales and marketing support, educational training, a product implementation plan, and, most importantly, an ongoing partnership.



While every product launch plan will differ in planning and execution, the content discussed in this presentation should give you a solid checklist to help ensure a successful launch of your new product.

Please do not forget the advantages of looking for a good solutions partner and what they can bring to the table.



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