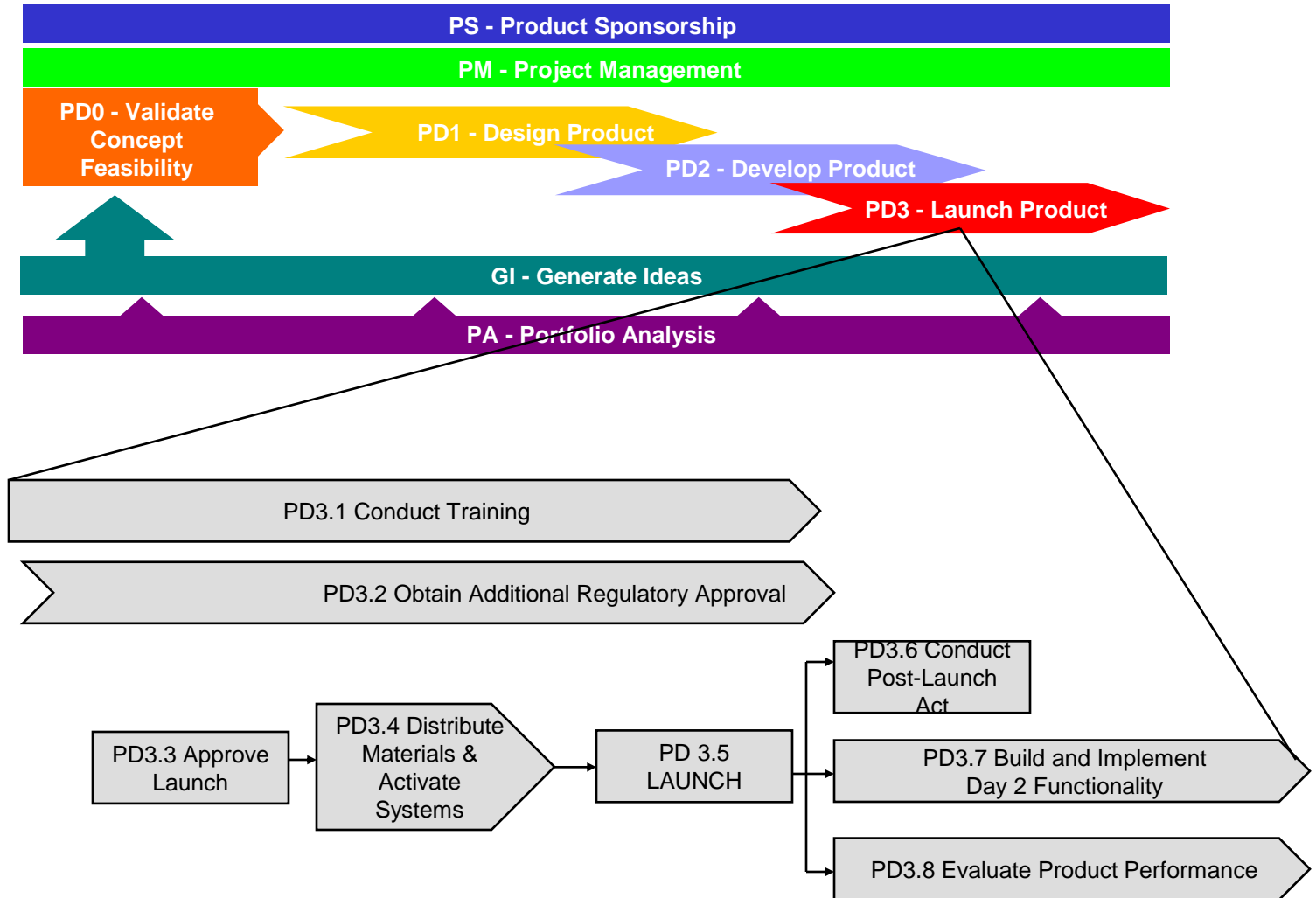




**GROWTH
BYTES**

LAUNCH PRODUCT

PD3 : Launch Product



PD3.1 : Conduct Training

Task Description

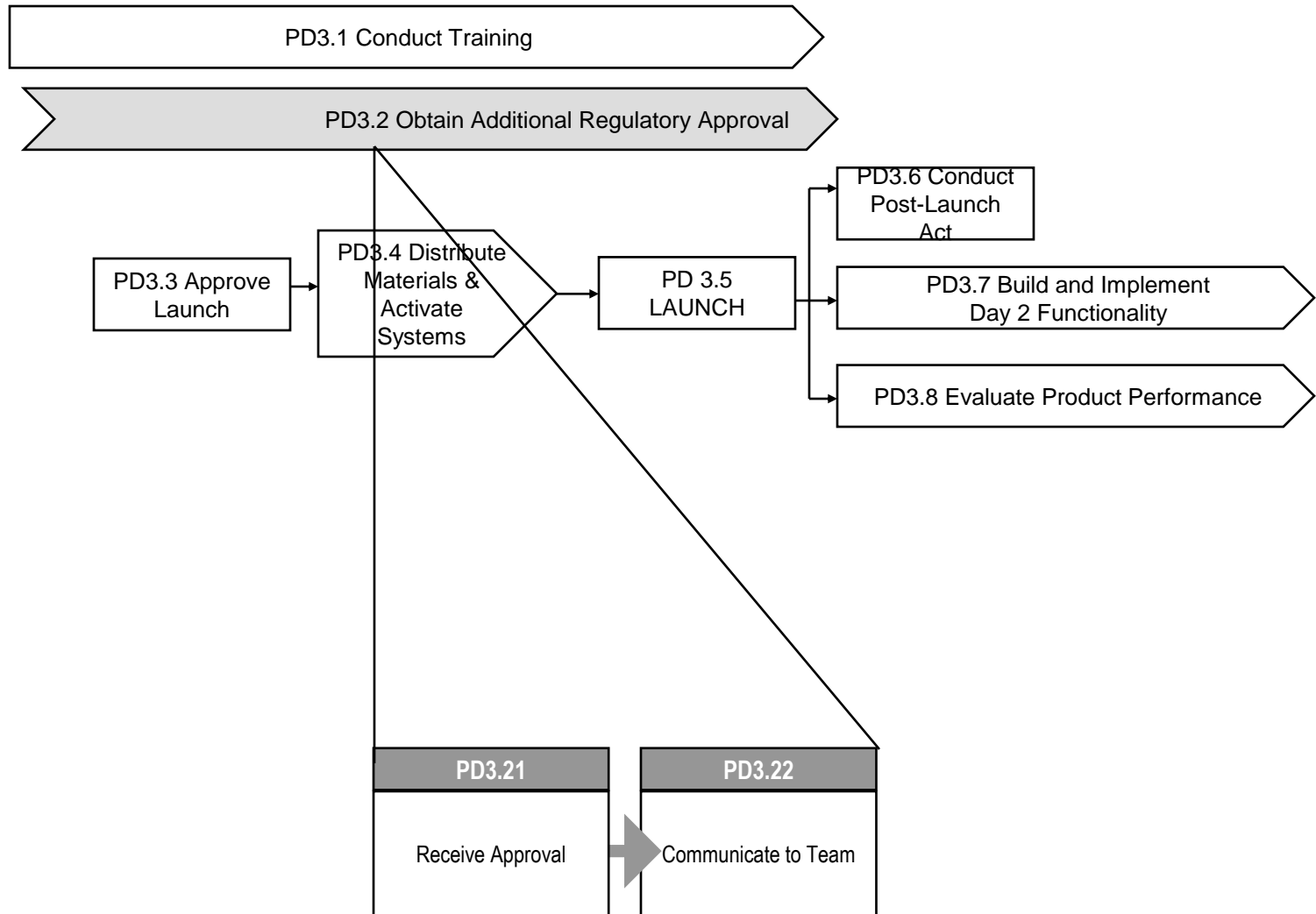
PD3.1 Conduct Training - Deliver the training to the all relevant parties.

Step Description

PD3.11 - Train Processing Area - Deliver the training that was developed to the areas within the company that will be impacted by the product launch. Both the product and system training should be delivered. This training should be delivered as close to the implementation date as possible so that the training is “fresh” when the product is launched. A significant amount of the system should be usable (at least from the user perspective) so that the user interface can be used during training. Reference materials and workarounds should be distributed when the training is delivered.

PD3.12 - Train Distributors - Deliver training to the entities that will sell and distribute the product. Product training should be delivered as well as any process training that will differ from how they operate today (e.g. - Will there be a different service line for their customers to call? Will they submit an application differently?) Any reference materials should be distributed along with the training.

PD3.2 : Obtain Additional Regulatory Approval



PD3.2 : Obtain Additional Regulatory Approval

Task Description

PD3.2 Obtain Additional Regulatory Approval - Products can be sold in additional locations as state approvals are received.

Step Description

PD3.21 - Receive Approval - As each additional state approves, the Government Relations group is notified..

PD3.22 - Communicate to Team - As each approval is received, update the Product Champion. The Product Champion should maintain a spreadsheet that captures which states have been approved and when. The Product Champion works with Marketing to notify distributors that the product can be sold in additional states.

PD3.2 : Obtain Additional Regulatory Approval

Input

- State Filing

Output

- Regulatory approvals

Resources Involved

Owner

- Government Relations

Participant

- Product Champion
- Marketing

Tools Used

- State approvals tracking spreadsheet

Level of Effort

10 days

Duration

Dependent upon responsiveness of external agencies

Challenges

- Maintaining focus on getting all states approves as their new products require effort by Government Relations