### Play #31 Exercise: The Launch

Using the information in the section **“Guidelines for Your Launch”** in this Play, launch your Gameplan by following these steps!

1. Create a launch calendar.

[Insert your launch calendar here.]

1. Test all your systems and protocols.

* Phones and Email
* IT
* Manufacturing
* Website
* Individual and Team Responsibilities
* Pricing
* Sales Training
* Sales and Promotional Materials
* Suppliers
* Sales Software
* Financial Management Tools
* Customer Service

1. If your business model allows for it, conduct a “Controlled Opening.”

[Enter any observations or notes about the Controlled Opening here.]

1. Once everything has checked out and you’re comfortable with the results of Step 3, increase the number of clients or the Target Marketing area.
2. Prepare your team for the possibility that things could go wrong and coach them on what actions they should take when it happens.
3. Set launch goals to measure the success of your launch.

[Enter your launch goals here.]

1. Bring on extra staff and set the expectation that everyone will probably be working longer hours and on the weekends until everything is working properly.
2. After completing steps 1 – 7, crank up your Marketing Plan and turn your sales force loose!
3. During the initial full rollout, monitor all operations and sales very closely. Conduct weekly or even daily meetings with your team to get their input. As your sales and number of clients increase, pay special attention to how you’re executing and if you’re achieving Operational Excellence. If there’s a problem, call a timeout and fix it immediately.