Name of product launch

*Add a summary of the feature or product being launched*

# Stakeholders

**Sales enablement:** *Name, Title*

**Product marketing:** *Name, Title*

**Product/Engineering:** *Name, Title*

**Customer support:** *Name, Title*

Glossary of terms

*Add all key terminology to ensure everyone is aligned*

# Key dates

**Pre-launch: Week 1**

* *Deliverable [Owner]*

**Pre-launch: Week 2**

* *Deliverable [Owner]*

**Launch: Week 3**

* *Deliverable [Owner]*

**Post-launch: Week 4**

* *Deliverable [Owner]*

# Product messaging and specs

**Positioning**

*Add a summary of product positioning*

* *Value prop #1*
* *Value prop #2*
* *Value prop #3*

**Feature #1**

* *Owner, contributors*
* *Feature description*
* *Use case and how-tos*
* *Value propositions*
* *Pricing plan*

**Feature #2**

* *Owner, contributors*
* *Feature description*
* *Use case and how-tos*
* *Value propositions*
* *Pricing plan*

# Overview of sales enablement activities

*List of reference material for the deliverables*

* *Product flow and specs*
* *Product positioning*
* *Competitive landscape*
* *Launch day logistics*

***↓ Create a section below for each deliverable in full ↓***