

PRODUCT LAUNCH

Sales and marketing are important partners and functional stakeholders in the launch of a product. However, striking the right balance can be difficult.

ACTUATIONCONSULTING.COM/THESTUDY

Teamwork with Marketing

Only **one-third** of teams have a strong relationship with marketing throughout all phases of the product management lifecycle.



Teamwork with Sales

Just **9%** of product teams are completely aligned with the sales team and experience little or no friction.

Sales Cycle



33% of teams are completely in sync with the sales cycle for their product(s).

33%

Mostly aligned, with occasional friction. **64%**

24% Lack alignment, friction bigtime.

9% Completely aligned. GO TEAM!

3% CONSTANT friction.

Barriers to Success

64% of teams cite insufficient resources and staffing as barriers to effectively launching their product(s).



Limited resources

Insufficient staffing