B2B Launch Readiness Checklist

Use this before activating a product launch. Mark each item Ready, Open, or Not needed, and record evidence for the items that matter.

Buyer and offer

[ ] One primary audience and a buying trigger are defined.
[ ] Availability, eligibility, pricing, and the next action are confirmed.
[ ] Each product claim has current evidence and an owner.

Execution

[ ] The launch brief has an approver and a decision date.
[ ] Required deliverables have a named owner and acceptance criterion.
[ ] Dependencies and blocked decisions are visible.
[ ] The product page and seller materials use the same offer.

Sales and support

[ ] Sales knows who qualifies and who does not.
[ ] A seller has practiced the relevant buyer scenario.
[ ] A test request reaches the right person.
[ ] The follow-up owner and response commitment are agreed.
[ ] Support has current answers and an escalation route.

Measurement and decision

[ ] The primary outcome and reporting window are defined.
[ ] Tracking and opportunity-sourcing rules have been checked.
[ ] A named owner can proceed, reduce scope, or move the launch.

Created by a former senior B2B marketing leader. This checklist is a free companion to the B2B Product Launch Toolkit.

Resolve the open decisions

Review the open items with Product, Sales, and the launch owner. Write the evidence needed and the person responsible for resolving each item. An unresolved issue needs a decision, a scope change, or a new review time.

Open decision	Owner	Evidence or action	Due
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Record the launch decision

Decision: Proceed / Reduce scope / Move the date

Reason: _____

Decision owner: _____

Next review: _____

Keep the commercial review separate

Readiness means the required launch work is prepared. It does not establish market demand or guarantee revenue. Set a later review to examine qualified meetings, sales acceptance, opportunity value, and buyer feedback.

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