

# The Product Launch Learning Lifecycle

## Post-Launch



Ongoing after launch  
New Information Training

<12 months after launch  
National Sales Meeting

Ongoing after launch  
Field Coaching

Ongoing after launch  
Launch Performance Monitoring

> 1 month after launch  
Learning Reinforcement

2 wks -2 months after launch  
Product Certification II

## Launch

Take-off!  
Live Launch Event

1-3 months to launch  
Plan Of Action (POA) Meetings

1 month to launch  
Preliminary Product Training

2-6 months to launch  
Pre-launch Commercial Training

12-24 months to launch  
CL&D Engaged

12 months to launch  
MSL Training

24-36 months to launch  
Launch Countdown Begins










The #1 Learning Platform in Life Sciences

# ACTO for Launch Excellence

# Post-Launch

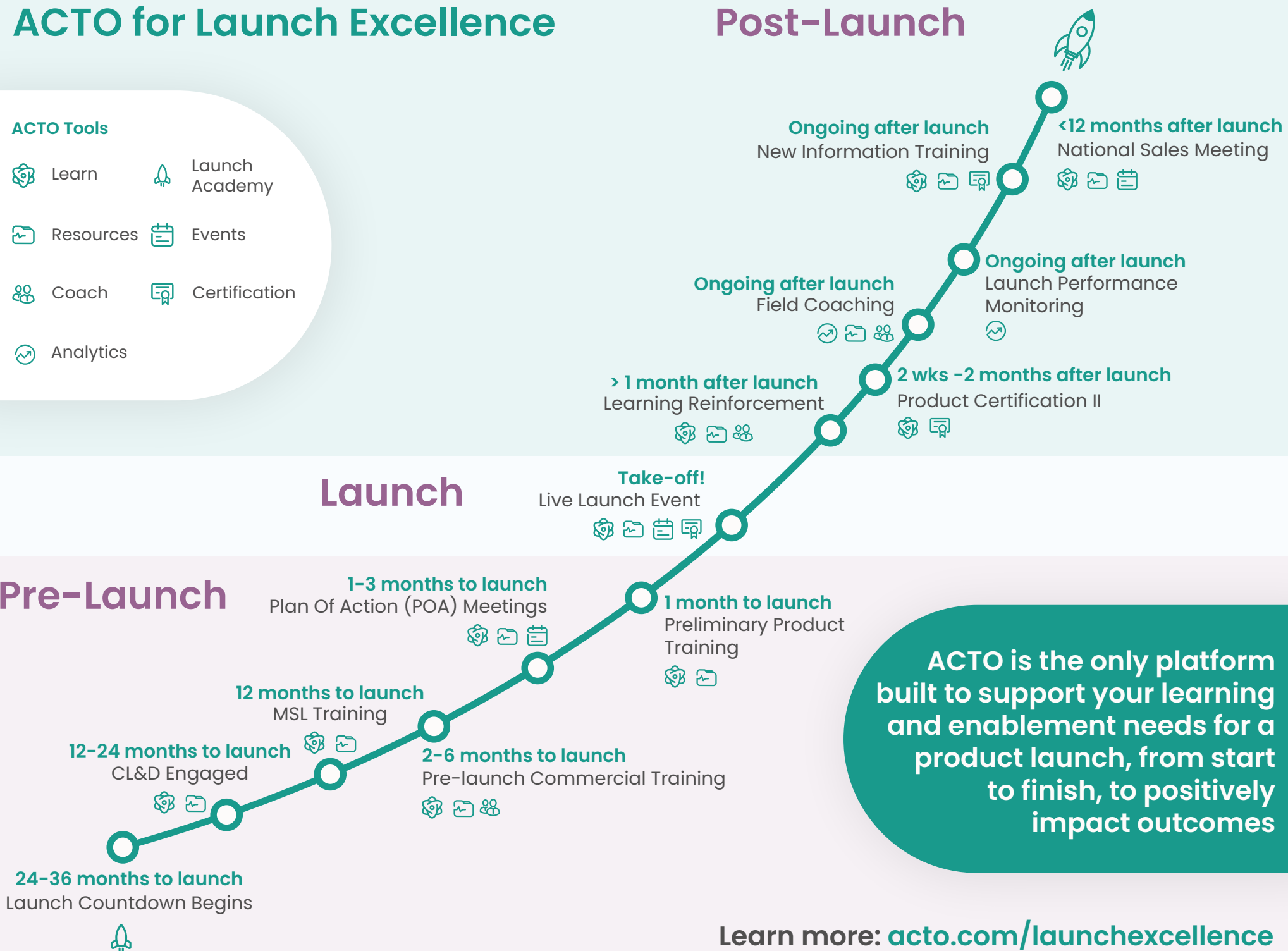
## ACTO Tools

-  Learn
-  Resources
-  Coach
-  Analytics
-  Launch Academy
-  Events
-  Certification

## Pre-Launch

## Launch

## Post-Launch



ACTO is the only platform built to support your learning and enablement needs for a product launch, from start to finish, to positively impact outcomes

Learn more: [acto.com/launchexcellence](https://acto.com/launchexcellence)