

Launch checklist: from feature to field-ready

What enablement ships, and when, so every rep can explain and sell AI Guardrails by launch day.

4 weeks out: inputs

GATHER

☐ Positioning and target buyers from product marketing

☐ Pricing approach confirmed with sales leadership

☐ Technical walkthrough with the solutions engineer, recorded

☐ Top buyer questions gathered from pilot customers

☐ Approved and forbidden claims agreed with the privacy lead

2 weeks out: build

PRODUCE

☐ Feature explainer, one page, plain language

☐ Seller FAQ with approved answers and routing

☐ Battlecard update: an AI Guardrails row on the break-fix card

☐ Two value-first email templates

☐ Two-minute demo video: script, storyboard, record, edit

Launch week: train

ENABLE

☐ 30-minute live session, recorded for new hires

☐ Knowledge check: five questions, pass mark 4 of 5

☐ Certification: a recorded two-minute pitch, scored on the rubric below

☐ Office hours on day three for open questions

30 days after: measure and fix

IMPROVE

☐ Certification completion by team

☐ Knowledge check results by question; rewrite what most people miss

☐ Field questions log turned into new FAQ entries

☐ Which assets reps open and send

☐ Retire anything the launch replaced

Certification rubric: the two-minute pitch

CRITERION	LOOKS LIKE	POINTS
Names the buyer's risk	States the problem in the buyer's words, not ours	0 to 2
Explains it without jargon	Uses the "say this" language from the explainer	0 to 2
Handles one objection	Acknowledges it, then reframes with an approved answer	0 to 2
Asks for the next step	Offers the two-week access check	0 to 2
Pass: 6 or more of 8, reviewed by the rep's manager and enablement		

One library, one live version of everything

Every launch asset gets an owner, tags people actually search for and a review date. When a new version ships, the old one is retired the same day.

ASSET	OWNER	TAGS	REVIEW	STATUS
Feature explainer	Product marketing	AI Guardrails, one-pager, municipal	90 days	LIVE
Seller FAQ	Enablement	AI Guardrails, FAQ, objections	30 days	LIVE
Demo video, two minutes	Enablement	AI Guardrails, video, demo	6 months	LIVE
Break-fix battlecard	Enablement	Competitive, managed IT, municipal	90 days	LIVE
Email templates (2)	Sales leadership	AI Guardrails, outreach, follow-up	90 days	LIVE
AI readiness talking points (2025)	Product marketing	Archived	None	RETIRED

Naming rule

Product, asset type, audience, version. For example: **AI Guardrails · Seller FAQ · Field · v1.2**. A rep should know what a file is from its name alone.

Review rule

The owner confirms or updates each asset by its review date. Anything past its date shows as "needs review" in the library, so reps know to check before sending.

The demo video: from script to screen

1

Script

Ninety seconds of plain language, approved by product marketing and the privacy lead.

2

Storyboard

One frame per line of script, with the screen or visual for each.

3

Record

Screen capture on a demo tenant with invented data. No customer screens.

4

Edit and caption

Captions for silent viewing, a title card and one clear next step at the end.

Success at 30 days: every rep certified, knowledge check questions rewritten where results were low, and no retired asset still in circulation.