

Think About Product Landings—Not Just Product Launches!

Many companies depend on new product launches to fuel growth. But at Frank Lynn & Associates, we have found that too few consider how well those products will land in the market. A strong launch does not guarantee success if the product does not align with the realities of customer behavior, market readiness, and channel strategy.

Every product lands differently, and those landings often require adjustments to sales, marketing, or partner approaches. Without these changes, even promising products can fail to gain traction.

If you're launching new products in 2025, consider these key questions:

1. Is your product introducing a new technology or solution?
2. Will customers need to change how they buy?
3. Does it fit established customer expectations?
4. Might your new product be seen as an unacceptable risk?

Understanding how your product will land helps determine how to support it. We see four common landing types:

Box 1: New Product, New Market

These landings are high risk. Customers are using older solutions and may see new offerings as unproven. No vendor has dominant share, so credibility is low. Adoption tends to be slow and requires education, proof of concept, and strong support from the vendor.

Box 2: New Product, Growing Market

In emerging markets, standards are still forming. A few vendors may hold enough share to influence buying behavior. Customers often look for local partners or integrators to help navigate installation and support. These products require robust partner enablement and market development.

Box 3: Established Vendor, Mature Market

If a market leader launches into a well-defined space, customers have clear expectations on price, quality, and availability. Products that meet these expectations can succeed, but growth is typically limited. Channel execution must be precise and cost-effective.

Box 4: Challenger, Mature Market

This is the hardest landing. Market standards are set, and smaller vendors are often seen as risky. Customers may not consider the product seriously unless there's a compelling reason to switch—such as price, innovation, or a trusted partner's endorsement.

One More Consideration: Timing

Even the right product can miss revenue targets if timing is off. Products launched late in the fiscal year rarely generate significant sales that same year. A delay of even a few months can mean near-zero impact on annual results—something many organizations underestimate.

Final Thought:

Success doesn't stop at the launch. Think through how your product will land—then prepare your teams, partners, and plans accordingly.

If you believe that product landing issues are important to your organization and the sales growth you are seeking, then FL&A can help. Contact Stephen Martin at smartin@franklynn.com for further discussion.

