

STRATEGIC MANAGEMENT LAUNCHING NEW PRODUCTS TO MARKET

Individual rate: product launch strategist
Vladislav — Your B2B Active Sales Manager

1. PHILOSOPHY: A PRODUCT WITHOUT STRATEGY IS MONEY DOWN THE DRAIN

I bring new products to market from the position of a practitioner, not a consultant. I don't write strategies "for the drawer" — I build a system that generates the first sales. I work at the intersection of strategic management, marketing, and active sales: from market analysis to the first client. My position is that of a Sales Director and entrepreneur who calculates unit economics, not draws slides.

Direction	What Specifically
Market & Niche Analysis	Market volume, competitors, pricing, entry barriers, supply gaps
Positioning	Who the product is for, why it's better, how it differentiates. USP per segment
Go-to-Market Strategy	Channels, priorities, budget, timeline. Who to sell to first and why
Pricing	Monetization model, price tests, competitive benchmarking, margins
Demand Validation	Test sales, MVP approach, market feedback, strategy refinement
Sales Launch	First clients, first deals, first revenue. Not theory — action

2. HOW I WORK

- Phase 1: Research — market analysis, competitors, target audience. OSINT niche intelligence
- Phase 2: Strategy — positioning, USP, pricing, Go-to-Market plan
- Phase 3: Preparation — product packaging, sales materials, landing pages, DM database
- Phase 4: Launch — test sales, outreach, first clients, strategy refinement
- Phase 5: Scaling — funnel optimization, channel expansion, growth

3. WHAT YOU GET

Result	Details
Market Analysis	Competitors, volume, segments, pricing, barriers, opportunities
Go-to-Market Plan	Step-by-step strategy: to whom, through what, for how much, by when
Positioning & USP	Clear formulation per segment. Why you, not competitors
Product Packaging	Proposals, landing pages, presentations, catalogs — ready for sales
First Sales	Test deals, market feedback, validated demand
Growth Roadmap	What to do after launch: scaling, new segments, channels

4. WHY IT'S NEEDED

80% of new products fail not because they're bad, but because they were launched to market incorrectly: sold to the wrong people, through the wrong channel, at the wrong price. Strategic management is the difference between "we have a great product but no one's buying it" and "we know who to sell to, for how much, and through what — and we already have first clients."

Ready to discuss your challenge. Reach out and I will respond personally.

Vladislavs Mamonovs

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5. WORK FORMATS

Format	What You Get
Express Analysis (1-2 wk.)	Answer to the question: is it worth entering this market? Volume, competition, risks
Go-to-Market Sprint (4-6 wk.)	Full cycle: analysis → strategy → packaging → test sales
Strategic Advisory	Monthly management: analytics, strategy refinement, scaling

Have a product but no system for taking it to market?
Bring in strategic management — from analysis to first sales.
Go-to-Market plan, packaging, test deals — in 4-6 weeks.
Not theory in slides — clients and revenue.
Don't need me — disconnect without risk.

6. PROBLEMS I SOLVE

- Have a product but no clarity — who to sell to and how
- Launching a new direction — need a market entry strategy
- Product isn't selling — unclear whether the problem is the product or the approach
- High competition — need differentiation and unique positioning
- No unit economics — unclear whether this is even profitable
- Scaling has stalled — need a fresh perspective and new channels

7. WHY IT WORKS

I am not a consultant who writes a strategy and leaves. I am a practitioner who will see the process through to first sales. Strategy without execution is waste paper. Execution without strategy is burning budget. I deliver both: from market analysis to the first client and a scaling roadmap.

Service description is based on real experience launching new products and services into B2B markets. Specific results depend on niche, competitive environment, and product readiness.

Want to build a system of active B2B sales?
Bring me in — I'll launch sales in 4-6 weeks.
Working in parallel with your team, recording everything in CRM.
Don't need me — disconnect without risk.

Ready to discuss your challenge. Reach out and I will respond personally.

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