

## Ready to Launch Email

### About:

When your program is ready to launch, you'll want to notify your sales reps. This helps to increase alignment and ensure your reps are aware that feedback and insights will soon be populated. Once your go-live date is confirmed, send out this template to your reps.

### Template

Subject Line: Ready to launch – Win-Loss Analysis

Body:  
Hi team,

We're so excited to launch our Win-Loss Analysis program. The program will go live on [DATE]!

This means that we'll soon be collecting buyer feedback for your closed opportunities.

This **also** means that you'll soon have insight into how your buyers perceive their experience with you, our solution and company, and our competitors – so you can understand how to win more often and increase your deal size.

Upon launch, don't forget to give your buyers a heads up that we'll be asking them about their experience. This will help us increase response rates and get **you** more insight. If you have any questions, please let me know.

Thanks,

[Signature]