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Launch International Strengthens Sales Enablement Portfolio, Introduces Services

New consulting services focus on content strategy development, asset framework design, and sales cycle alignment

DOYLESTOWN, PA – November 18, 2010 -- Launch International, Inc., the sales enablement content company dedicated to the technology industry, today announced additions to its strategic services offerings to help marketing/sales organizations better address their sales content challenges.

As part of the Launch International Integrated Enablement Marketing™ methodology, the set of services is designed to drive efficiency in the authoring process and grow revenue by providing sellers with better tools. Spanning a rich content lifecycle, the services cross three key areas, including message and value proposition creation and deployment, sales cycle alignment, and content framework and asset development.

"We are seeing a shift in how organizations approach content development, largely due to changes in how customers interact with vendors along the buying process," notes Jody Canavan, Launch International founder and president. "The best companies help subject matter experts and other content developers save precious time with easy-to-follow standards and messaging guidelines. Buyers come out ahead by having access to right-time, right-place tools and information that help shorten their procurement cycle. And, salespeople and other customer-facing individuals benefit from having value-focused content tailor-made for the most common selling conversations. It's truly a win-win-win proposition."

With more than 18 years of experience supporting sales and marketing teams with messaging and high-value content, Launch International brings a unique and unequaled perspective on sales-aligned content strategies. In addition to updating its service portfolio, the company also introduced today the appointment of Jim Moliski as senior vice president of strategic services. (See related press release, "Jim Moliski Joins Launch International as Senior Vice President, Strategic Services".) A respected industry expert on sales alignment and enablement, Jim draws from his experience interviewing

hundreds of salespeople and working with dozens of marketing and sales organizations to provide guidance and support to Launch International clients.

About Launch International, Inc.

www.launchintl.com, www.launchinternational.com

Launch International is dedicated to messaging and value proposition development, sales and campaign cycle alignment, content framework architecture and content asset creation for technology companies. No other marketing services firm can match Launch International's experience and expertise in defining, designing and delivering high-value content that streamlines and accelerates selling processes and maximizes vendor value. WBENC-certified.

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