**#3FastFacts – Launching a New Product?**

**Transcript**

**Kieran Colville:**

A retail bank is launching a new product to help its business customers get more time back by simplifying their banking.

**Isobel Mayers-Head:**

The relationship managers will need to change how they sell to these customers, and employees will need to see "what's in it for me?"

**Kieran Colville:**

So here are three fast facts that are going to help launch this product successfully.

**Isobel Mayers-Head:**

These employees are likely to be motivated by staying up to date with current affairs, so the bank should focus on how the product continues on the current trend of simplification in the consumer world.

**Kieran Colville:**

The data shows that these employees are likely to be motivated by building their personal status. And this product is a fantastic way for them to build their profile with their customers. Because this is about being relevant to customers' needs and challenges.

**Isobel Mayers-Head:**

So, if the bank frames the product in this way, it will provide a clear "what's in it for me?" for these employees.

**Kieran Colville:**

The bank should encourage employees to share their successes across the business. This will help raise their profile internally and help share best practices out across the business.