**THE**

**ULTIMATE**

**{{company}}**

**SALES PLAYBOOK**

Everything and anything you need to know about how to successfully

sell the {{company}} way.

{{Company}}

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{{Company}}

Key Insightshorizontal line

* Industry Statistics & Facts
* Customer Statistics
* Company Statistics
* Demonstrative Statistics

[EXAMPLE]

* 32% of respondents said no, they didn’t have access to effective tools and technology, while 15% didn’t respond
* Similarly, 84% of inside sales reps said yes to the same poll above
* Hardware is the #1 piece of technology field sales teams state they wish they had, including laptops, tablets, and quicker cell phone technology
* CRM software, specifically as it relates to lead management, is cited as the greatest area and most useful for improvement among field sales teams
* 5% of respondents use Hubspot, while 30% use Microsoft Dynamics

{{Company}}

Your Company & Producthorizontal line

### Company Overview

* + {{5usp}}

### Company Mission

* + {{wedo}}

### Core values

* + {{cv1}}
  + {{cv2}}
  + {{cv3}}
  + {{cv4}}
  + {{cv5}}

### Product Overview

| Product Name | Differentiators |
| --- | --- |
| {{pn1}} | {{pd1}} |
| {{pn2}} | {{pd2}} |
| {{pn3}} | {{pd3}} |
| {{pn4}} | {{pd4}} |
| {{pn5}} | {{pd5}} |

### 

### Product Resources

| Product Name | Links/Resources |
| --- | --- |
| {{pn1}} | {{pr1}} |
| {{pn2}} | {{pr2}} |
| {{pn3}} | {{pr3}} |
| {{pn4}} | {{pr4}} |
| {{pn5}} | {{pr5}} |

### Product Pricing Guide

| Product Name | Unit Price | Unit Cost |
| --- | --- | --- |
| {{pn1}} | {{up1}} | {{uc1}} |
| {{pn2}} | {{up2}} | {{uc2}} |
| {{pn3}} | {{up3}} | {{uc3}} |
| {{pn4}} | {{up4}} | {{uc4}} |
| {{pn5}} | {{up5}} | {{uc5}} |

{{Company}}

Your Sales Teamhorizontal line

### Sales Department Organizational Chart

Listed by chain of command (highest - lowest)

* + {{jt1}}
    - {{jd1}}
  + {{jt2}}
    - {{jd2}}
  + {{jt3}}
    - {{jd3}}
  + {{jt4}}
    - {{jd4}}
  + {{jt5}}
    - {{jd5}}
  + {{jt6}}
    - {{jd6}}
  + {{jt7}}
    - {{jd7}}
  + {{jt8}}
    - {{jd8}}
  + {{jt9}}
    - {{jd9}}
  + {{jt10}}
    - {{jd10}}

### Sales Territories

Mapping sales territories allows you to target quality prospects with legitimate buying potential and prevents salespeople from overlapping each other and working the same area.

* + {{territory}}

{{Company}}

Sales Toolshorizontal line

A complete list of tools the typical member of the sales team will need to know how to use as well as have access to.

### {{crm}}

A technology for managing all your relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps you stay connected to customers, streamline processes, and improve profitability..

* + Resource: {{crmhelp}}

### {{email}}

The platform through which your email is issued and you are able to access your {{company}} inbox. Most email providers will allow you to set up on various email management apps like outlook.

* + Resource: {{emailhelp}}

### {{videoconf}}

A technology for hosting and attending online client facing meetings. Understanding this platform is vital to your success as the goal of most interactions with a client/customer will be to set up a call via this platform.

* + Resource: {{videohelp}}

### {{office}}

A type of office platform dedicated to helping you create documents, spreadsheets and slide decks as well as store your files in an online cloud where you and your team can collaborate..

* + Resource: {{officehelp}}

### {{message}}

A staple for remote teams, {{message}} is a platform that allows you to communicate via instant message with the rest of your team either through direct message or through specific channels dedicated to a specific topic.

* + Resource: {{messagehelp}}

{{Company}}

Our Customershorizontal line

### {{company}}’s Ideal Customer Profile

A description of the company that is a perfect fit or target for your solution. Using this profile, you should be able to easily identify potential customers as well as eliminate prospects that are not a good fit.

* + - See the full profile by visiting the [**links section**](#_r36xxvbmz2ut) of the {{company}} Playbook
  + Industry or Industries
    - {{icindustry}}
  + Size in Employees
    - {{icempsize}}
  + Size in Annual Revenue
    - {{icrev}}
  + Location
    - {{icgeo}}

### Common Pain Points

Pain points are specific problems/issues that a potential customer is actively experiencing. For our purposes, we want to focus on exploiting the Pain Points that we ({{company}}) solve through one of our offerings.

There are 4 types of pain points including:

* Financial – These stem from spending too much money on their current solution. In this case, we want to position ourselves as the more financially viable option while still maintaining the same quality.
* Productivity – Pains that result from wasting too much time using their current solution. This can stem from many factors but the focus here is pointing out how with our offering, that wasted time will not occur. Examples include slow computation/server speed, excessive down/inoperable time, etc.
* Process – Process pains are similar to productivity but are more closely related to how the current product/solution flows with the rest of the potential customer’s internal process. An example of this is if you have a specific CRM and all your other products integrate with the CRM to automate the flow of information except for one. The fact that the one product does not integrate is a Process Pain.
* Support – Simply put these pains arise in customers who are not receiving the support needed throughout critical stages of the customer buying journey or sales process. A good example is if the customer has questions about the products/solution and the Customer Success team is taking an unnecessary amount of time to help or respond.

### Common Pain Points in {{company}}’s Customers

* + - {{pp1}}
    - {{pp2}}
    - {{pp3}}

### How {{company}} Solves Those Pain Points

* + - {{ppsolve}}

{{Company}}

Sales Process & Methodologyhorizontal line

### Upscribbr LLC’s Customer Journey Map

Below you will find the stages/steps a typical customer will take during the sales stages. It can be also be viewed via the file at this link

{{journeymaplink}}

## 

## Customer Journey Map

### {{step1}}

{{step1desc}}

### {{step2}}

{{step2desc}}

### {{step3}}

{{step3desc}}

### {{step4}}

{{step4desc}}

### {{step5}}

{{step5desc}}

### {{step6}}

{{step6desc}}

### {{step7}}

{{step7desc}}

### {{step8}}

{{step8desc}}

### {{step9}}

{{step9desc}}

{{Company}}

Conversation Guideshorizontal line

### Sales Scripts

{{scripts}}

### Contact Sequence

{{contactseq}}

### Qualifying Questions to Know

* + {{qq1}}
  + {{qq2}}
  + {{qq3}}
  + {{qq4}}
  + {{qq5}}

{{Company}}

Competitionhorizontal line

### {{company}}’s Key Competitors

* + {{keycomp}}

### What makes {{company}}’s better than the key competitors?

* + {{better}}

{{Company}}

Expected Metricshorizontal line

### 

### Common Metrics to Know

|  |
| --- |
| {{met1}} |
| {{met2}} |
| {{met3}} |
| {{met4}} |

### Additional Metrics for {{company}}

| Name of Metric | Definition | Example |
| --- | --- | --- |
| {{amet1}} | {{ametd1}} | {{amete1}} |
| {{amet2}} | {{ametd2}} | {{amete2}} |
| {{amet3}} | {{ametd3}} | {{amete3}} |
| {{amet4}} | {{ametd4}} | {{amete4}} |

{{Company}}

Links to Documentshorizontal line

### 

### Sales Scripts

{{scripts}}

### Ideal Client Profile

{{icp}}

### Linkedin Banner

{{libanner}}

### {{company}} Info Sheet

{{infosheet}}

### Sales Process Map

{{journeymaplink}}