



HOFFMAN MARKETING COMMUNICATIONS, INC.

**SALES GUIDE OUTLINE
THAT CAN BE TAILORED TO SPECIFIC NEEDS**

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developed
this sales guide
outline based
on preparation
of multiple
sales guides for
various clients
in recent years.**

A SALES GUIDE OUTLINE THAT CAN BE TAILORED TO SPECIFIC NEEDS

Hoffman Marketing Communications, Inc.

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Following is an outline for a sales guide that can be tailored to the specific needs of particular companies, especially companies that aim to sell products or services that incorporate complex technology or address complex business issues. Hoffman developed this outline based on preparation of multiple sales guides for various clients in recent years. Some sales guides may require only a subset of this material, may require additional material not shown here, or may require its presentation in a different order or form. However, Hoffman has found this outline to be a useful starting point in most cases.

- I. About this Guide
 - a. Purpose
 - b. What's in it for you? (Indicate typical size of deals to suggest revenue potential, with breakdown into categories like hardware, software, services if needed.)
- II. The Sales Opportunity
 - a. Why Sell This Now?
 - i. Market Trends (What's driving customer demand for this?)
 - i. Opportunities to Leverage
 - b. What Do I Sell?
 - i. Define the offering (what it is, how it works, key features, etc.), clearly and concisely. Include a value proposition and elevator pitch, key messages and differentiators (space needed will vary considerably with different offerings).
 - ii. Key Benefits
 - iii. Provide Web links to more detailed information
- III The Customer
 - a. Who is the Sales Prospect? (Ideal customer profile, such as key industries, best prospect markers, organization types, job titles and responsibilities, and driving needs or goals.)
 - b. What Impact Can My Customer Expect? (Indicate how offering meets customer needs/benefits gained.)

- c. Who Is a Successful Customer? (Provide several brief problem/solution/benefit customer success stories).

IV. The Competition

- a. Who Is the Competition? (Include a competitive landscape, ideally one that compares key capabilities that are important to the target customer.)
- b. How Do I Beat the Competition?
 - i. Target the differentiators/capabilities that the sales person should focus on—ones that set the offering ahead of the rest. Explain them in more detail and provide any supporting facts, details, if possible.
 - ii. Help the sales people address key competitor strengths that will pose serious roadblocks to sales.
- c. When Do We Win and When Do We Lose? (Indicate situations in which you tend to lose and tend to win.)

V. How Do I Sell It?

- a. Initially Qualify Prospects
 - i. Provide key information needed to qualify an opportunity, such as:
 - 1. Explain what types of customer problems or needs to seek.
 - 2. Explain additional attributes of likely prospects
 - 3. Indicate the attitude of a likely buyer (e.g., hates risk, values customer satisfaction, propensity to outsource, etc.)
 - 4. Indicate when to stop the sales process so the sales person avoids wasting time.
 - ii. Include questions to ask to identify/qualify prospects.
- b. One and/or Two Minute Drill (Write short and long elevator pitch that summarizes key messages for initial sales calls.)
- c. Increase Chances for Success (Indicate other questions the sales people should ask to increase chances for success, such as who is involved in making decisions and what the process is like, budget questions, etc. The goal is to identify potential roadblocks in advance and plan to overcome them.)
- d. Potential Objections and Responses to these Objections

VI. What Is the Sales Process?

- a. The Sales Engagement Model/Resources Needed
- b. How To Obtain Sales Support/What Is Available When?
- c. Resources and Contacts

VII. Pricing and Configurations (if lengthy, may need to provide links to detail)

VIII. Online Resources (links)

Note: Other sales guide sections may include topics on:

- Solution Delivery
- Key Partners/Contributions
- Support
- Expanded notes on product positioning
- 2nd level qualifying questions to ensure that the customer is a good fit for the offering
- Comparing options (additional generic technical background to help the sales person and customer compare multiple approaches to solving the same problem and why what you offer is the best)

Hoffman Marketing Communications, Inc., specializes in writing white papers, sales guides, and marketing collateral for leading technology companies around the world. Since 1985, Hoffman has developed persuasive sales and marketing materials for more than 100 clients, including Symantec, SAP, HP, Adobe, Research in Motion, Thomson West, and Sprint. Applying the extensive skills and experience of its writers, Hoffman minimizes ramp-up time for new marketing projects, helps accelerate new products and services to market, and provides marketing and sales teams with the persuasive materials they need. For more information, call 408-778-5664, email info@hoffmanmarcom.com, or visit <http://www.hoffmanmarcom.com>.



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