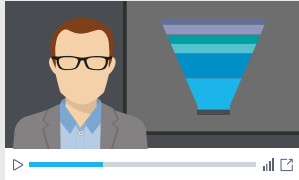


# The Ultimate Sales Enablement Resource Guide

1

## Product Explainer Videos

The audience for this piece is a lead that doesn't know much about your company or product. A short video is a powerful and engaging way to explain what you're selling.



- This is **not** the same as a product demo video.
- The goal of a Product Explainer video is to convey a complex concept (your product's value proposition) in an easy to understand way, in a very short period of time. A good one should require almost no background knowledge of the product in question, be interesting and the best ones often don't show the product at all.
- How to get it done: do it yourself, hire a professional, or crowd source the project.

2

## First Call Deck

A lead's interested enough that they've agreed to an initial call, this deck is what should be covered on that call. At this point, you should have a basic level of information about them that you can use to tailor the story you tell to address their pain points.



- 8–12 slides.
- Make them interesting—don't read your slides.
- Get to the point—no one wants your life story.
- No one cares about the technical details.
- Reflect your positioning, branding and messaging to match their needs.
- Tell stories. Ask questions.
- Don't rush to a demo. Get what you need to know to give a great demo.

3

## Product Sheets

A lead is ready to learn more about your company/product and they need a document to review and perhaps share to other decision makers in their organization.



- Be strategic—solve a problem, not ALL the problems.
- Be creative—have a great headline and be interesting.
- Include your Value Proposition—why they should buy.
- Speak like a person—eliminate unnecessary jargon.
- Design with purpose and use appropriate images.
- Pay a designer to build a template for you.
- Include a testimonial—use a real customer (ask permission).
- Include a Call To Action—multiple ways to contact you, including phone, email, website (landing page).

### What NOT to do

We've seen some pretty bad product sheets in our time, so along with an example of what to do, we also want to mention what to avoid.

**1 Don't use every inch of the page**, whitespace is ok. Cramping a page full of text isn't effective. Use bullets, charts, graphs to make information accessible and don't worry about saying it all. Focus on what's most important, ultimately you want the final product to be easy to digest.

**2 Don't use clipart or cliché stock photos.** Your goal is for your product sheet to stand out, so be authentic.

**3 Ensure your product sheet is easily accessible** by Sales in the places they are mostly likely to be reminded of its existence.

4

## Cases

At this stage, the prospect is very engaged, but now you need to show them how others have succeeded with your product or how you've solved very specific pain points for a client.



### Case Studies:

- Provide peace of mind—customers don't want to be the first.
- Use real customers—recognized brands and industry leaders.
- Follow the formula—Problem > Solution > Results
- **Problem**
  - be specific about the challenge or goal
- **Solution**
  - discuss how and why your product worked
- **Results**
  - specific metrics: time, cost, improve/reduce

### Use Cases:

- Be specific—what problem are you solving or what opportunity are you creating?
- Identify who will use/benefit from the product or solution.
- Describe the methodology for success.
- Build credibility—offer internal metrics to support case.

5

## Sales Proposal

If you're presenting a prospect with a Sales proposal you've hit the negotiation phase. In order to hold their attention, make this document a scope piece that's accessible and easy to read. You may have a page or so of legal, but try not to slow down their acceptance by sending them a 20 page document with lots of arcane details.

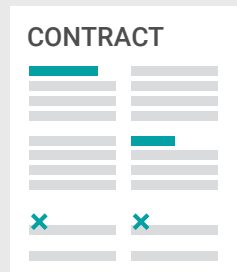


- Build a template—executive summary, proposed solution, price.
- Have standardized pricing.
- Make discounts consistent and ensure everyone internally understands them.
- Legal—service-level agreements (SLAs) may be part of the proposal.

6

## Sales Contract

The sales contract is a balance between including enough legal wording that you're covered but keeping this document readable. Don't forget to work in things like the rights to use their testimonial and logo on your website, in proposals, and in collateral. Some larger clients may redline these sections out, which is fine, but most won't.



- This is a legal document.
- Be prepared.
- Invest in a lawyer—but set a budget in advance.
- Negotiate—know your limits. Walk away from bad deals.
- What else may be in it for you? It's not always about money.
- When is the sale complete?
- How (and when) are you getting paid?

Download **The Lead Generation and Sales Enablement Guide** [here](#).