

Sales Readiness Plan

Equip your sales team for success with a well-considered campaign. Begin before your selling season or product launch, and time your training and tools to coincide with your sales process.

Resource	Objectives	Date	Method	Responsible
Before Launch (Pre-Season)				
Positioning Guide	Highlight target audience, one-minute product positioning statement, key benefit statements, and where to learn more.			
Qualifying Guide	Outline key decision-maker profiles and their needs. Provide sample questions to identify customer pain points that can be addressed by our solution.			
Sales Training	Introduce Sales Team to the product, including: overview of market landscape, key customer profiles and needs, product features that address those needs, one-minute positioning statement, and key differentiators.			
White Papers and Issue Briefs	Address important issues in the target market segment(s) while demonstrating credibility and research basis for the product.			
Launch (Selling Season)				
Playbook	Help Sales Team understand market landscape; identify and qualify prospects; talk about product features and benefits; address customer needs and pain points; counter competitor claims; locate key collateral.			
Sales Training	Present overview of product and key differentiators; identify potential customers and how to qualify them, as well as customer needs addressed by product; make connections to current customers.			

Sales Presentation	Presentation script or slide deck for early sales calls. Outlines customer needs, research, key product features and benefits, differentiators.			
Product demonstration	Equip Sales Team with product demo information for use in sales calls.			
Presentation Check-list	Prepare Sales Team for sales calls.			
Ask the Expert Podcasts	Series of short podcasts that Sales Team can review on their own time. Topics to include background on market, as well as how the product addresses key buyer needs and concerns.			
Competitor Battle Cards	Prepare Sales Team to win against major competitors by analyzing competitive strengths and weaknesses.			
Weekly Forum	Provide a forum for Sales Team to address product questions and share best practices. Provide updates on lead generation campaigns, intelligence on competitors, and tips for sales presentations.			
Customer Success Stories	Share early positive feedback from customer pilots to aid Sales Team on sales calls			
Pricing Guide	Equip Sales Team to discuss pricing.			
After Launch (Post-Season)				
Updated Sales Presentation	Update and expand standard presentation based on feedback from early sales calls and customer pilots.			
Weekly Forum	Provide a forum for the Sales Team to address product questions and share best practices. Provide updates on revenue generation campaigns, customer success stories and testimonials, and upselling and cross-selling strategies.			
Customer Success Stories	Share experience of customer champions.			