CREATING A PLAYBOOK

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We've put together **ten** key sections that every sales playbook needs.

Find out more about creating your sales playbook at **https://contemsa.com/playbook**

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HOW TO USE THE PLAYBOOK

HOW TO USE THE PLAYBOOK

It's important to clearly define how you intend the playbook to be used, covering everything from who is the intended audience, through to whether parts of the playbook are customer viewable, and what settings the playbook should be used in.

This provides a framework for the purpose of the playbook and guides the content that will go into the playbook.

Here are a few questions to help:

- Who is the intended audience for the playbook?
- When should the playbook be used?
- Is it a company playbook or a product-specific playbook?
- How will the playbook be updated?
- What info will I be able to find in the playbook?

2

ELEVATOR PITCH

Every playbook needs a good **elevator pitch**.

This is a 1 minute overview of the solution, product or service you are selling. The elevator pitch is the simple overview that you want your sales team or company representatives to be communicating to customers.

It should be short and snappy, and straight to the point.

If it is a company playbook, then the elevator pitch could be a quick overview of your company and what it does.

- Make the pitch last 1 minute maximum
- If people remember **one thing** about your company/product/service - what do you want it to be?

ELEVATOR PITCH

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CUSTOMER CHALLENGES

CUSTOMER CHALLENGES

Here is where you talk about your customers' business challenges.

What challenges is their industry or market facing?

What are typical challenges being faced by organizations in this sector?

By understanding what our customers' challenges are, we can better align our products and services to those challenges.

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CUSTOMER OBJECTIVES

CUSTOMER OBJECTIVES

Once you have listed the key customer challenges, next think about your customers' **objectives.**

What are their typical business objectives? What metrics are they working towards?

What does success look like for your customer base?

In their industry, what are some of the common initiatives and goals that companies are working towards?

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PRODUCT
DETAIL

PRODUCT DETAIL

So you have a great **elevator pitch** in place. Now, you need some detail to back up your pitch!

We don't recommend getting too detailed in a sales playbook - after all, your audience can only remember so much, so you want to give them a few good pointers and facts about your product or service for them to communicate with customers.

We recommend keeping the product detail pages to 2 pages maximum:

- Overview of your product or service
- Key statistics or facts about your product
- Information to support claims made in your elevator pitch

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CUSTOMER OUTCOMES

CUSTOMER OUTCOMES

Once you have spoken about your product and provided a bit of detail, it's important to get back to focusing on the **outcomes to the customer** that your product or service can deliver.

Outcomes can sometimes be split into two levels: direct outcomes (departmental-level benefits) and business outcomes (tangible outcomes that impact on the business).

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PROSPECT PROFILE

PROSPECT PROFILE

Every playbook needs to articulate what an ideal **prospect** for your product or service looks like.

What is the prospect profile that you want your teams to be targeting?

What does a bad target profile look like? What does a good target profile look like?

What customer situations / scenarios lend themselves to customers considering your product or service?

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BUYER PROFILES

BUYER PROFILES

When we create a sales playbook, we include a range of buyer profiles, usually across different business departments.

For example, what motivates a CEO might be different to what a Finance Director is interested in.

Including buyer profiles in your playbook helps your teams to position the right solution information, benefits and detail, and ask the right questions depending on the buyer role they are speaking to.

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MANAGING OBJECTIONS

MANAGING OBJECTIONS

No playbook would be complete without a section on successfully **managing objections.**

Imagine your Account Manager has successfully positioned your product, to the right target customer profile, and asked appropriate questions to their buyer role.

They throw out an objection, but your Account Manager doesn't know how to respond.

Having a set of common objections and their answers helps to prepare your team for difficult customer conversations and head off any objections before they can disrupt the sale.

Try asking around your teams for the most common objections they hear from customers - it's best to use real, live objections that customers are asking of your teams.

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KEY QUESTIONS

What questions should your sales teams be asking to get the conversation started with customers?

What are the important questions which could uncover customer needs related to your solution?

Always include some good **business** level and **product** level questions in your playbook to support sales teams in opening up a rewarding sales conversation with a customer.

KEY QUESTIONS

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WHAT'S **NEXT?**

WHAT'S NEXT?

Our sales playbooks often include more sections, delving into detail about specific customer industries or upsell opportunities, for example.

However, these are the **10 core sections** that you need to include in any sales playbook to arm your teams with the knowledge and tools they need to have rewarding sales conversations with customers.

If you need more support building your sales playbook, then head over to: **https://contemsa.com/playbook** to get access to our comprehensive playbook pack to build your own sales playbook using our templates.

Or, if you need our help creating a sales playbook then drop us an email at **hello@contemsa.com** to find out more.

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