

SALES PLAYBOOK

PRODUCT NAME – DATE 20XX

PRODUCT
LOUNGE



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INTRODUCTION

Short product description

Reason why the product has been developed

Goal you want to achieve, e.g.:

This playbook provides guidance to build regional marketing activities and is designed to help you successfully sell the product and achieve the #1 position in your marketplace.

The playbook contains the following information in the sections of this guide:

1. **MARKET OVERVIEW**
2. **COMPETITON**
3. **POSITIONING, MARKETING STRATEGY**
4. **QUALIFYING OPPORTUNITIES OVERVIEW**
5. **TALKING POINTS, PRESENTING THE PRODUCT**
6. **ACCESSORIES**
7. **MARKETING MATERIAL**

We hope this sales playbook gives you all key information for proactive marketing in your region and find best sales strategy for successfully selling the product. We wish you good selling and much success!

Contact Information, Product Management Team (add photos, if you want)

1. MARKET OVERVIEW

Product Market Definition

Provide market information, both qualitative and quantitative
for specific (regional) target markets

Trends and technological advancements

Etc.

2. COMPETITION

Describe the competitive landscape

Name your main competitors, describe their strategic approaches

Provide a competitor comparison

Use positioning charts and analyses

Etc.

3. POSITIONING / MARKETING STRATEGY

What are emerging trends?

What are your key findings from user research?

What is important to your users and customers? What matters to them?

How is the new product positioned in the competitive landscape?

What is your value proposition?

Economic factors

Usability

Explain your messaging and communication strategy

Etc.

4. QUALIFYING OPPORTUNITIES OVERVIEW

What are critical pain points or gains that the user/customer wants to achieve?

What triggers sales, what is preventing the customer from buying your product?

Success factors for an effective sales approach

Requirements for sales prospects

Product lifecycle predecessor product

Information on application

Etc.

5. TALKING POINTS / PRESENTING THE PRODUCT

Sales story, sales arguments, value proposition

What needs to be considered or addressed when presenting the product

How is the product demonstrated

List reference customers and sites that can be visited

Testimonials

Etc.

6. ACCESSORIES

List and describe accessories and related products or services

What is the strategy behind them?

Etc.

7. MARKETING MATERIAL

List and describe the marketing material that has been created for the product

Where can it be found or ordered?

Etc.

8. ATTACHEMENT

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