

AcmeCorp Sales Playbook

Overview

1 liner: AcmeCorp makes the World's most explosive dynamite.

AcmeCorp makes the World's most explosive dynamite. Whether you need to make a tunnel or handle a Road Runner problem, Acme Dynamite is America's most popular choice. Relied upon by everyone from the US Army to the Union Pacific Railroad, every purchase is guaranteed to blow, or your money back!

Contents:

1. [Customer Profile](#)
2. [Elevator Sales Pitch](#)
3. [Lead Generation](#)
4. [Sales Funnel \(CRM\)](#)
5. [Call & Email Templates](#)
6. [Materials](#)
7. [Pricing](#)
8. [Mailing List](#)

Customer Profile

Profile 1:

- Railroad industry
- 50-500 employees
- Western USA
- Recently won government contracts

Profile 2....

Elevator Sales Pitch

Paragraph 1 - Use the paragraph from the overview.

Paragraph 2 - Present a customer reference quote: "Without Acme there'd be no railroad in California", T. Durant, Union Pacific Railroad. You can introduce a discount opportunity to create scarcity: "We're giving 20% off all orders over \$5k but only until the end of the month".

Paragraph 3 - Express confidence in your service by offering a no risk trial or purchase and provide an easy way for them to get started, if they're interested.

Lead Generation

Cold Emails:

Step by step process. Success rates. Total sales.

Conferences:

Step by step process. Success rates. Total sales.

Experiment - Asking for Advice.

Testing for 30 days. Step by step process. Success rates. Total sales.

Sales Funnel (CRM)

Software you use. How to get an account. Explanation of labels and funnel stages. Expectations for update frequency. Common software choices: [Pipedrive](#), [Hubspot](#) or [Salesforce](#).

Call & Email Templates

List the outreach stages here but place each email template or call script in its own document and link to it here, to avoid this document becoming cluttered.

Outreach:

Cold email 1, Cold email 2 ...

Asking for advice 1, Asking for advice 2 ...

Demo Scheduling:

Contract Negotiation:

Materials

Link directly to assets or folders for asset collections, don't import them into this file.

1 pager

Explosion Focus, Customer References, Sale Flyer

Sales Decks

Demo deck, Pricing deck ...

Logos

White background, Vertical orientation, High resolution

Pricing

Current pricing. Leeway allowed at each price point and what is required in exchange. No discounts without something in return, e.g. larger size purchase.

Mailing List

How and when to add a lead to the general mailing list. How to identify prospects worthy of more personalized follow up and the frequency of that outreach.