



Sales Readiness Playbook

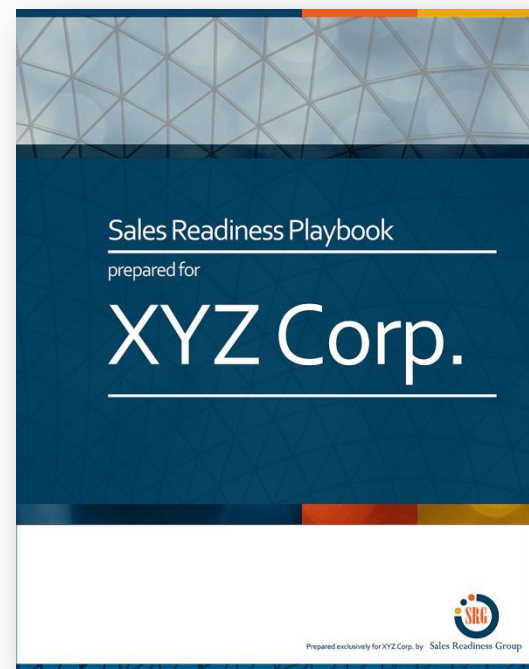


Sales Readiness Group

Does your sales organization have the documented sales processes, tools, metrics and content it needs to be successful? A Sales Readiness Playbook is guide book that clearly documents the most successful way to sell your product or service. It converts the collective knowledge of your sales organization into a step-by-step manual that helps your sales organization consistently implement effective sales processes and produce better sales results.

SRG helps companies improve their sales effectiveness by developing Sales Readiness Playbooks that provide sales managers and sales reps with clear, concise “play-by-play” guidance on how to consistently sell better. Sales Readiness Playbooks typically include the following:

- Target customer analysis, including buyer motivations
- Value proposition and key points of differentiation
- Competitive matrix
- Pricing model
- Sales goals and quota assignments
- Territory assignments
- Staffing plan
- Job descriptions
- Defined sales process and pipeline stages
- Metrics
- Sales tools and templates
- Sales collateral
- FAQs
- Sales reports



The Sales Readiness Playbook will provide your sales organization with the sales infrastructure it needs to support growth and efficiently scale. Using the processes, tools and metrics in the Sales Readiness Playbook, your sales team will be effective and accountable.

Sales Readiness Group, Inc.

Sales Readiness Group provides clients with customized solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations.

8015 SE 28th Street, Suite 214, Mercer Island, WA 98040, Toll Free: 1-800-490-0715

info@salesreadinessgroup.com, <http://www.SalesReadinessGroup.com>



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