



PAINT-THE-PICTURE® PLAYBOOK

ARE YOU...

- + Experiencing low close rates?
- + Unable to grow new business?
- + Struggling with outdated or weak messaging?
- + Unable to articulate your value proposition?
- + Frustrated by sales reps who don't understand their product?
- + Managing an inconsistent sales team?
- + Know you can perform better but are unsure how or where to start?

If you answered "yes" to any of these questions, consider a **Paint-the-Picture® Sales Playbook.**

At SRi, we recognize that staying disciplined and on-message are essential for sales success. Doing so ensures that your sales team is on the same page throughout the sales process, approaches prospects at the right time in their buying cycle, and most importantly, motivates prospects to buy.

A Paint-the-Picture® playbook is more than a training manual; it is a powerful instrument that unifies sales strategy, messaging, and process. Our playbooks are highly customized and contain sales tools that are expertly mapped to your sales process.

Combined with an SRi-led intensive training program, Paint-the-Picture® playbooks are guaranteed to transform sales reps turn into selling powerhouses equipped with the tools they need to succeed.

BENEFITS OF **Paint-the-Picture®**

- + Increased close rates
- + Faster new hire ramp-up times
- + Improved lead/prospect targeting and qualification
- + Unified and consistent sales messaging and strategy
- + Everyone involved the sales process speaks the same language
- + Understanding of the competition and how to position and win against them
- + Understanding of the ideal prospect, how to reach them, motivators, and buying process
- + A more confident, high-performing sales team
- + Increased referral rates



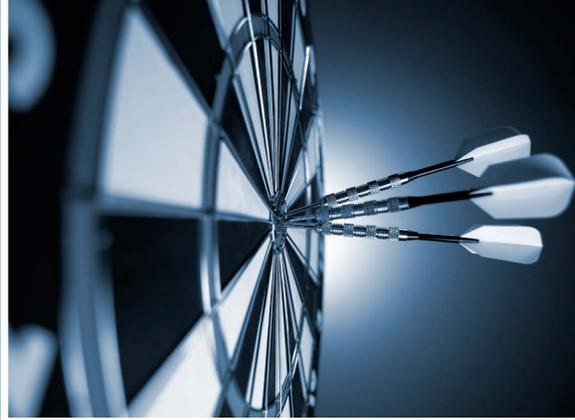
Sales Result Inc.

www.SalesResult.com

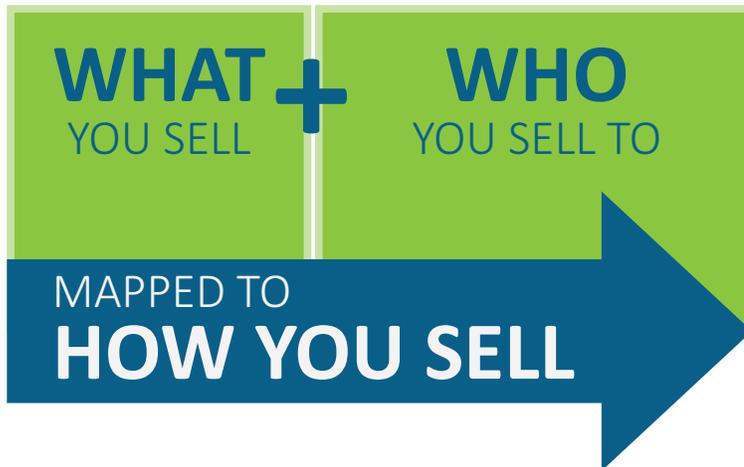
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REACH YOUR TARGET WITH **Paint-the-Picture®**



WHAT'S INCLUDED



- + In-depth discovery with management and select sales reps
- + 2-3 collaborative fact-finding workshops for playbook and sales tool development
- + Customized set of 15-20 sales tools
- + Full sales playbook in print and electronic formats
- + Intensive onsite training of playbook and sales tools
- + Training materials: slide deck and training scenarios
- + Quick-reference “cheat sheet”
- + Ongoing support throughout playbook development

Sales Tools BREAKDOWN

KNOWING YOUR PROSPECT

- + Target clients & buyer personas
- + Business pains & benefits
- + Bold claims
- + Objection handling

COMPANY POSITIONING

- + Elevator pitches
- + Value propositions
- + Product definitions
- + Competitive landscape
- + Capabilities presentation
- + Terminology

QUALIFYING THE SALE

- + Sweet spot identifiers
- + Opportunity qualification
- + Account blueprinting
- + Approach strategies
- + Scripts
- + Campaigns



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FROM COLD LEADS TO **CLOSED SALES®**