

# Sales Playbook

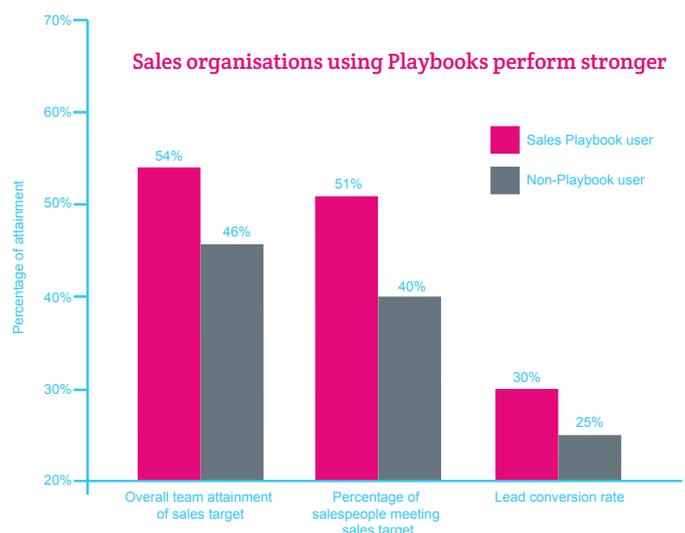
Sales Playbooks have been around for ages ... in the form of one-page summaries of the key steps in a sales process. But Sales Playbooks have changed. They are now dynamic, online and available wherever you are via whatever device you prefer to use. Convenience and dynamism are guiding sales people to higher levels of performance.

Today's dynamic, situationally aware Sales Playbooks are helping sales people focus on exactly what they should be doing to progress a deal through each of the sales stages quickly and successfully.

Research by the Aberdeen Group' shows that organisations that have deployed a Sales Playbook sell 8% more against target than organisations that have not yet deployed a Sales Playbook.

54% of salespeople using a Sales Playbook are likely to meet their sales target. That figure drops to just 46% where there is no Playbook is available the sales team.

Sales Playbooks are helping sales organisations meet sales targets more easily and with greater predictability.

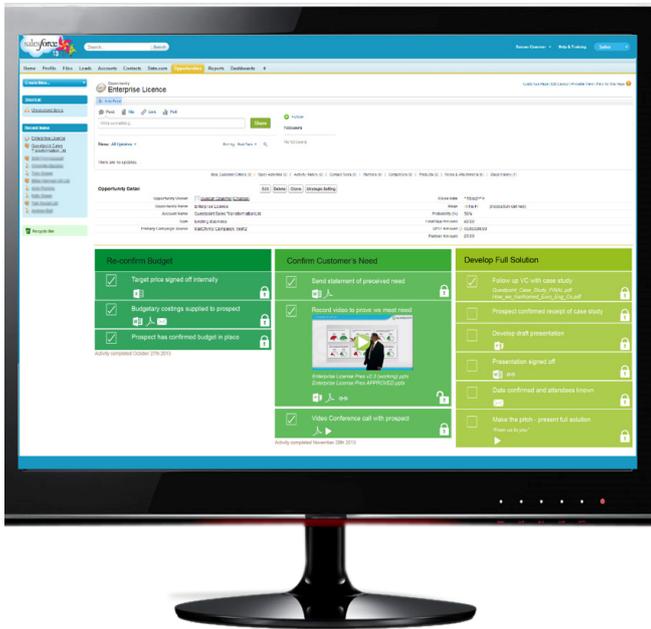


Source: Aberdeen Group ("Sales Playbooks: How the Best-in-Class Connect Marketing and Sales through the Entire Selling Cycle")

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The problems that a lot of B2B sales organisations face is that any given sales process can be complex with twists and turns that are not always predictable.

And even with less complex sales your salespeople may be handling so many opportunities at any one time that it is impossible for them to be do exactly the right thing all of the time.

A Sales Playbook builds upon your established sales process to embed best practice into every-day selling, thus increasing the success of your salespeople.

A Sales Playbook is a sales tool which takes existing best practice in Sales and turns it into a step-by-step guide for each deal for all.

Everyone in the Sales team has the benefit of access to the tool and a well-designed Playbook is referenced and used every day by the majority of sales professionals.

Benefits include:

- Superior guidance and coaching for salespeople
- Salespeople provided with the right information at the right time – information that is directly relevant to their unique selling situation.
- Meets the need for improved speed and efficiency in Sales
- Drives improved consistency within the team, holding excellence as a realistic target for every sale
- Harnesses the value of team working
- Improves sales forecasting accuracy
- Delivers more sales and bigger sales – faster

“ [The Sales Playbook] has given us a consistent, visual, easy-to-use way to collaborate on the account and build confidence with our business unit teams. ”  
*SVP Sales, global software giant*

“ This is what's missing in Sales Force Automation. It should be the number one thing people want for their salespeople. ”  
*Denis Pombriant, Director, Beagle Research Group*

A Sales Playbook is a sales tool which takes existing best practice in Sales and turns it into a step-by-step guide for each deal for everyone in your team. And when embedded into your CRM platform the increased convenience and accessibility of the Playbook uplifts sales performance even further.

**Sales Playbooks build upon your established sales process to embed best practice into every-day selling. So now everyone in your Sales team has the benefit of established best practice plus the right resources to support customer interactions, and all through CRM.**



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