

SALES PLAYBOOK TAKING THE GUESSWORK OUT OF YOUR SALES

- **IS IT TIME TO SCALE YOUR SALES?**
- **DO YOU BELIEVE YOU COULD BE SELLING MORE, FASTER?**
- **DO YOU WANT TO ARM YOURSELF AND YOUR REPS WITH EVERYTHING THEY NEED TO CLOSE SALES?**

HOW A SALES PLAYBOOK CAN HELP YOUR BUSINESS

Our Sales Playbooks are designed to empower you with the tools and information you need to ensure every member of your sales team is working to their full potential. With your bespoke Sales Playbook, you'll standardise best practices across your business, driving productivity, reducing ramp-up time and making your salespeople more effective overall.

An invaluable tool in any industry, a Sales Playbook will also help your business by:

- Creating a clear path to a sale
- Delivering results
- Increasing sales and therefore generating more revenue
- Speeding up your sales cycles
- Making it quicker and easier for you to train new staff while ensuring the information they are learning is accurate and in line with your brand and messaging
- Providing an easy way for you to prevent your sales team from constantly changing the game. With clear guidance on techniques that are proven to work, you're more likely to see results. Plus, this will also mean that your salesforce is maintaining your brand message
- Allowing your sales team to spend more time selling
- Giving you an easy, fast and effective way to circulate techniques amongst your sales force, and a straightforward way for your team to access essential information

You'll finally see the results your business deserves.

A SALES PLAYBOOK CUSTOMISED ENTIRELY TO YOUR BUSINESS

When it comes to creating our Sales Playbooks, we don't take a cookie-cutter approach. Everything is tailored to you so that we can deliver the most effective advice and strategy based on your business and your business goals. To do this, we'll work with you and your team, taking a close look at the big picture as well as all the finer details. This includes:

- Review of your current sales plans, processes, strategies, demonstrations and documentation
- Pipeline management review and gap analysis
- Review of your account planning templates for key clients
- Liaising with key staff to develop a more in-depth understanding of your business, or specific areas of your business

Once we've gained a thorough understanding of your business, including how your sales team and processes operate, we'll create a sales strategy designed to help you achieve results fast.



WHAT YOU'LL FIND IN YOUR SALES PLAYBOOK

Your Sales Playbook will cover a lot of ground, ensuring you have everything you need for optimum sales performance.

This includes:

- A powerful positioning statement
- Effective selling methodology
- Insightful buyer personas
- Essential ABCs of targeting
- Customised tips for engaging with your market
- Comprehensive sales framework and processes
- Practical messaging materials, including sales scripts (Key Impact Point Scripting – KIPs), dialogues and emails
- Handy guidelines including proposal guidelines and referral guidelines
- Clear Key Performance Indicators (KPIs) relating to both sales and account management
- Efficient Account Management Template
- Recommendations on incentive structures

In addition to your bespoke Sales Playbook, we'll also provide you with invaluable assets designed to fast-track you to success. These include:

- Sales Training Materials
- Sales Coaching Tools
- Execution Strategy including Action Plan
- Recommendations on best practices outside of the above deliverables



WHY HIRE MATTHEW WHYATT?

Following a very successful sales career, Matthew is now an efficacious entrepreneur who has owned companies with sales in excess of \$100 million. His background in sales as well as his experience managing large sales teams in his own companies, mean Matthew is well-placed to offer you strategic advice that achieves results. He's worked with countless owners and managers of both established software businesses and startups, earning him a reputation as a personable, knowledgeable and effective sales consultant, mentor and coach. Matthew has helped countless businesses accelerate their sales by creating tailored Sales Playbooks that he knows will work best for each unique business.

Above all, Matthew is driven by his passion of helping his customers succeed. Choosing to work with Matthew means you're choosing someone who is genuinely in your corner, and will work relentlessly to help you reach your goals.

WHY HIRE A PROFESSIONAL TO CREATE YOUR SALES PLAYBOOK?

Many companies choose to write their own sales playbooks, which can be a time-consuming and often ineffective process. Working with a seasoned professional means you'll be getting it right the first time. Not only will you have the benefit of a fresh pair of eyes, but by choosing a professional you're choosing someone who is armed with knowledge, expertise and an arsenal of proven techniques based on years of experience.

- ✓ Sales tools, techniques and assets that have been tried and tested
- ✓ Professional insight from years of experience
- ✓ Effective information organised in the most efficient way

READY TO TAKE YOUR SALES TO THE NEXT LEVEL?

LET'S CHAT

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