

2in10 Sales Kit Elements

Product Overview

Elevator Pitch

Customer Buying
Cycle

Pricing/Packaging

Value Proposition

Sales Cycle

CRM & SFA

Messaging

Marketing Cycle

Sales Engagement
Process

Positioning

Ideal Customer
Profile

Quota/Payment Plan

Collateral

Competition

What it takes...

Presentation

Web-Site

Objection Handling

Demonstration

Full product solution