Anatomy of a Sales PlayBook

	Preparing to Sell					Why Buy Anything?			Why Buy Ours?	Why Buy Now?	Why Buy More?
How Do We Manage Sales?			**How Do We Sell?**								
Sales Analysis	Sales Planning	Sales Mgmt	Sales Process	Sales / Mktg Infra-structure	Right Rep - Fast Ramp	Precall Research	Initial Contact	Qualifying	Solution Presentation	Propose, Negotiate & Close	Sales & Service Teamwork
Win-Loss-Stall Analysis	Target Market Plan	Pipeline Management	Field Sales Process	Build Prospect Universe	Right Rep Profile	Domain 101	Inbound Lead Playbook	Initial Presentation / Follow-up	Solution Presentations	Proposals	Customer Welcome Letter
Lead-Close Waterfall Metrics	Sales Plan	Lead Waterfall Management	Inside Sales Process	Ongoing Sales Training	Interview Approach / Quesitons	Linked-In	Outbound Led Gen Pitch Kit	Master Demo Script	Pricers / Quoters	Reference Calls	Service Configuration Questionnairre
Sales Model - Productivity Targets	Comp Plan	Forecast Accuracy	Cross-selling Process	Role-Play System Loaded	New Rep Checklist	Yahoo Finance	Company / Solution Story	Positioning vs Competition	Analyst Frameworks	Statement of Work	Handoff Meeting Agenda
	Lead Gen Plan	Rep Productivity Report	Lead-to-Opportunity Process	CRM Configuration	Training Bootcamp Agenda	Industry Reports	Customer Stories	Value Calculator	Industry Best Practice Metrics	Master Agreement	Go-Live Timeline
	Customer Expansion Plan	Sales Kickoff Agendas	Evaluation Process	CRM Integrated w/ Playbook	First 90 Day Expectations	Industry Benchmarks	Vertical Market Guides	3rd party Metrics	Pilot vs. Full Deployment	Negotiation Strategies	Implementation Success Stories
	First 90 Day Plan	Sales Meeting Agendas	Forecast Process	CRM Adoption	Interactive Training	Hoovers . OneSource, Inside View	Winability Scorecard	Solution Presentation Surveys	Customer Success Metrics	Win-Loss Reports	Usage Reports
	Territory Plan	E-Staff Formats	Reference Process	Tool Tutorials	Story Deck	Analyst Call Transcripts	SPIN / Sales Ready Questioning	Evaluation Plan	Competitive Silver Bullets		Customer Success Monitoring
	Account Plan	Board Meeting Formats	Integrated Appt. Setting Process	Marketing Automation System	Role-Play Selling Stories	Industry / Competitor Sites	Objection Handling	Coaching Your Coach Emails	Detailed ROIs		Client Survey
	Opportunity Plan			Cutomer List by Industry			Title Specific Call / Email Guides	Case Studies	Prospect Facing RoadMap		Rep Re-Engagement Triggers
	Call Plan			Company Contact List					Close Plan		

Legend:
- Yellow — Sales Managers
- Cyan — Sales Reps