Punkfrog Sales QREF

Quick Reference Template

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Introduction

▶ The Sales QREF is a one-page document to capture the essential sales information & arguments for a product (or service).

▶ Created 2003 and used ever since.

▶ It is *not* a customer document!

▶ It is shorthand for the sales team, so "USP" and incomplete sentences may be used to save space.

▶ Create a separate Sales QREF for each product.

▶ Especially important for advance sales of new products/versions.

▶ It is *easy* to generate reams of information.
It is *difficult* to boil a product down to the *necessary and sufficient information* to engage a customer.

Sales QREF Template

PRODUCT	
Solution • xxx	**Qualification Criteria** • xxx
Value Proposition (CVP) • xxx	**Technical Considerations** • xxx
Status TTM • xxx	**Competitive Situation** • xxx
References • xxx	

Move borders or merge cells so that all information fits onto one page.

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Sales QREF

Solution
- What is it? What does it do?
- De we offer variants, or customize?

Value Proposition
- What are the benefits?
- Why would a customer buy?
- Are there any USP? (highlight these)

Qualification Criteria
- What is the Ideal Customer Profile? (segment/type)
- What qualities should they have?
- Who faces the challenge it addresses?
- When does a customer have a Compelling Reason to Act?

Technical Considerations
- Which platforms are supported?
- Are there technical pre-conditions or constraints?
- Does it require customization/integration?

Status (TTM)
- Is solution ready? What version?
- How long to deliver/deploy?
- Are key features in the roadmap?
- Is pricing model ready?

Competitive Situation
- Who are main competitors?
- How do we differentiate from them (price, quality, reliability …)?

References
- Who already bought product, and is a good case study?
- Are they a public reference?

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Hone Your Sales Pitch with the Punkfrog Sales QREF

→ Get started or learn more: enquiry@punkfrog.se