

## GROWNET — B2B Sales Playbook

### 1. Purpose

هدف:

«ایجاد یک فرایند فروش سیستماتیک و قابل اندازه‌گیری برای B2B، از اولین تعامل تا مشتری پرداخت‌کننده و «retention»  
**Rule:** این سند مشخص می‌کند که فروش سیستماتیک است، نه تصادفی.

### 2. Sales Process Overview

Stage	Description	Owner	Output / KPI
Discovery	شناسایی نیاز مشتری، مصاحبه با تصمیم‌گیرنده	Sales Rep	List of pain points, potential solution alignment
Qualification	تایید توان پرداخت، نیاز واقعی، تصمیم‌گیرنده	Sales Rep / AE	Qualified lead score $\geq$ threshold
Demo	نمایش محصول و ویژگی‌ها	AE	Demo completed, customer engaged
Proposal	ارائه قیمت و شرایط	AE	Proposal submitted
Negotiation	مذاکره شرایط و SLA	AE / Manager	Agreement on price & terms
Close	عقد قرارداد	Manager / AE	Contract signed
Onboarding	راه‌اندازی حساب، آموزش	Customer Success	Customer active, first milestone delivered
Retention	ادامه استفاده و upsell	Customer Success	30/60/90 retention metrics

### 3. Objection Handling

Objection	Response
Too expensive	Demonstrate ROI & cost savings via analytics
Already using another platform	Highlight integrated solution + ranking + monetization
No time for onboarding	Provide quick start tutorial, dedicated CS support
Unclear value	Share testimonials, case studies, pilot results

### 4. Pricing & SLA

Tier	Price	Features		SLA
Starter	\$50/year	Access to ranked content & networking		99% uptime, email support
Pro	\$150/year	Starter + analytics dashboard		99.5% uptime, priority support
Enterprise	Custom	All features + dedicated success manager		SLA 24h response, quarterly business review

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## 5. Pipeline Definition

Stage	Conversion Rate	Avg Duration	Healthy Pipeline Indicators
Discovery → Qualification	60%	1–2 weeks	≥70% leads move to Qualification
Qualification → Demo	50%	1 week	≥60% of qualified leads scheduled
Demo → Proposal	40%	1–2 weeks	Demo engagement ≥80%
Proposal → Close	30%	2–3 weeks	Proposal follow-ups completed
Overall Sales Cycle	—	6–8 weeks	Pipeline coverage ≥3x monthly target

📌 **KPI Examples:** # of qualified leads, conversion %, avg deal size, time to close, churn risk

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## 6. Template / Sample Documents

- **Discovery Call Script:** 8–10 questions to uncover pain points & JTBD
  - **Proposal Template:** Price, features, SLA, payment terms
  - **Demo Checklist:** Highlight ranking, monetization, peer network
  - **Contract Template:** Subscription tiers, terms, legal compliance
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## 7. Sales Enablement & Training

- **Weekly team meetings:** Review pipeline, objections, deal strategy
  - **Scorecards:** Track AE performance, lead quality
  - **Onboarding for new reps:** Shadow calls, review objections, CRM usage
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## 8. Health Metrics for Pipeline

Metric	Target / Healthy Range
Pipeline Coverage	≥3x monthly quota
Lead-to-Qualification	≥60%
Demo-to-Close	≥30%
Sales Cycle Length	6–8 weeks
Forecast Accuracy	±10%

## 9. Continuous Improvement Loop

1. Review lost deals → analyze objections & gaps
2. Adjust scripts, proposal templates, demo process
3. Update pricing or SLA if repeated objections
4. Feed insights back to **Product, Marketing & GTM**

## 10. Alignment with GTM & Customer Discovery

- Sales Playbook مستقیماً از **ICP + Personas + Customer Discovery** تغذیه می‌کند
- هر objection و مرحله، **تصمیم محور** و داده‌محور است
- قیف فروش قابل پیگیری، تکرارپذیر و بهبودپذیر است

## Result

این سند نشان می‌دهد تیم:

- فرآیند B2B فروش سیستماتیک و استاندارد دارد
- Pipeline و KPI ها برای تصمیم‌گیری داده‌محور تعریف شده‌اند
- نقش‌ها، مالکیت، SLA و قالب‌ها مشخص هستند
- فروش از حالت اتفاقی به مهندسی شده و قابل اندازه‌گیری تبدیل شده است