

GROWNET — B2B Sales Playbook

1. Purpose

هدف:

«ایجاد یک فرایند فروش سیستماتیک و قابل اندازگیری برای B2B ، از اولین تعامل تا مشتری پرداختکننده و «retention» 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	راهنمازی 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

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

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 •

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 •

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

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

10. Alignment with GTM & Customer Discovery

- مستقیماً از Sales Playbook می‌کند ICP + Personas + Customer Discovery
- هر objection و مرحله، تصمیم محور و داده محور است
- قیف فروش قابل پیگیری، تکرار پذیر و بهبود پذیر است

Result

این سند نشان می‌دهد تیم:

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