SALES & ONBOARDING GUIDE

Manual for Product Managers and Sales Reps to provide guidance for the sales cycle, onboarding, and feedback loop.

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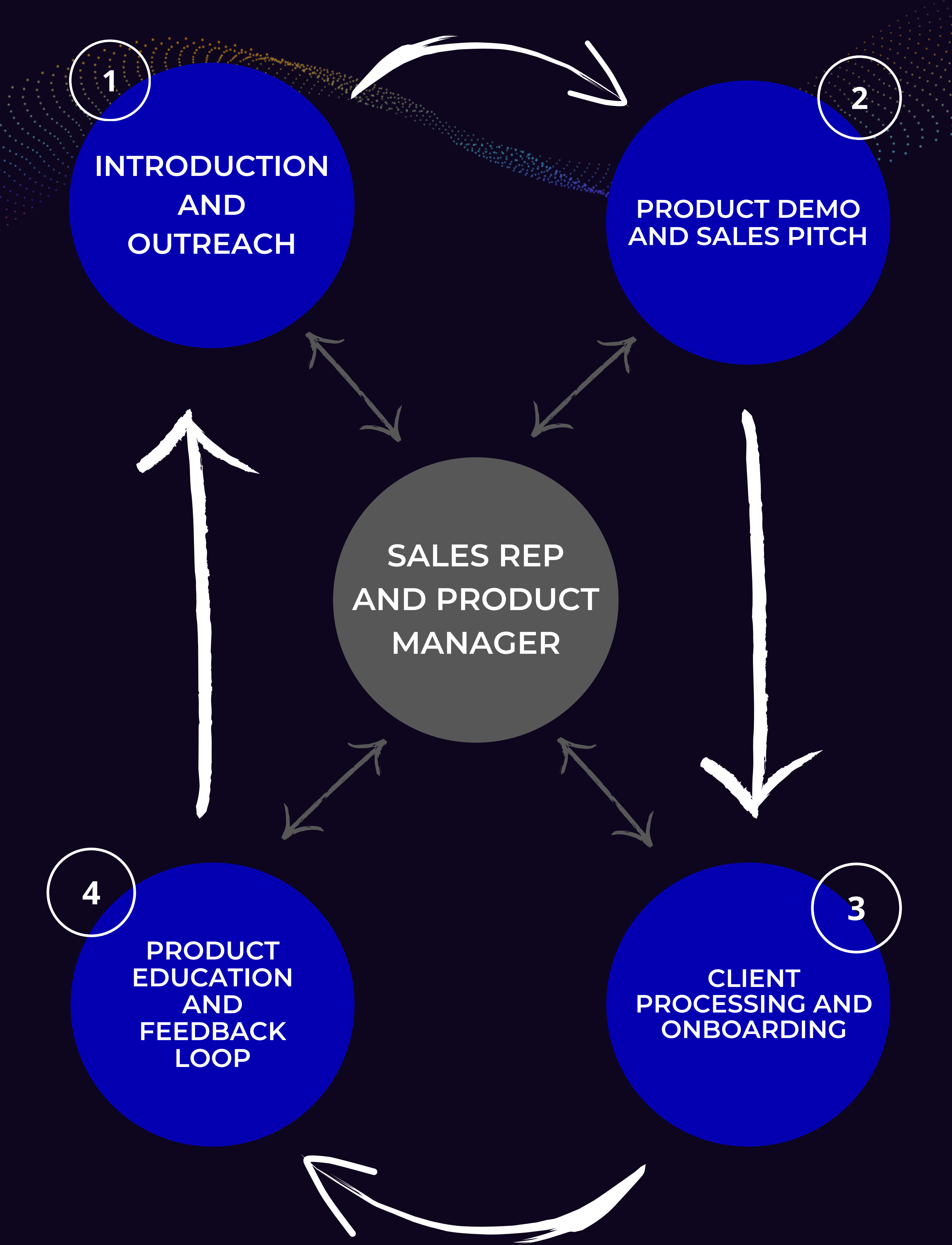
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CHAPTER 1

SALES REP. AND PRODUCT MANAGER ROLE

SALES REP. AND PRODUCT MANAGER ROLE

Your Role as a DSA Product Manager and/or Sales Representative:

As a DSA Product Manager or Sales Representative, you are responsible for overseeing the entire sales process from start to finish.

This includes prospecting and outreach, leading product demonstrations, closing deals, and ensuring a smooth onboarding experience for new clients. You also play a crucial role in customer success and maintaining a continuous feedback loop, providing valuable insights for the software development team to enhance the product.

SALES REP. AND PRODUCT MANAGER RESPONSIBILITIES

Key Responsibilities:

- **Acquisition of New Clients:** Identify potential clients and initiate outreach to introduce StatLink and its value proposition.

- **Scheduling and Securing Product Demos:** Engage prospective clients to schedule and deliver compelling product demonstrations that address their specific needs.

- **Executing Full Product Demos:** Lead effective, informative demos that highlight key features and benefits, positioning StatLink as the ideal solution for their sports performance and management needs.

- **Onboarding New Clients:** Ensure seamless onboarding for new clients, guiding them through account setup for both managers and players, and addressing any questions or concerns.

- **Trial Management:** If necessary, offer a 2-week trial period and provide support to maximize user engagement and experience during this time.

- **Closing Sales:** At the conclusion of the trial period, work to finalize the sale by addressing any remaining client concerns and solidifying the partnership.

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CHAPTER 2

INDRODUCTION AND OUTREACH

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INTRODUCTION AND OUTREACH

Leverage Your Network for Warm Introductions

Warm introductions consistently result in higher conversion rates compared to cold outreach. Utilize your network to generate these valuable connections and increase the likelihood of success.

Best Practices for Outreach:

- Primary Method: Email
- Secondary Method: Call
- Tertiary Method: In-Person Meeting

Leverage our proven introduction templates (on Pipedrive), developed from successful outreach efforts, to optimize your approach.

Tasks and Objectives:

1. Send an Introductory Email:

   Initiate contact by sending a personalized email.

   - Introduction: Clearly explain who we are, what StatLink offers, and how our solution can address their needs.
   - Supporting Materials: Attach the StatLink Deck and include visual aids like pictures and case studies to reinforce our value proposition.
   - Call to Action: Aim to schedule a product demo as the next step.

INTRODUCTION AND OUTREACH

2. Set Up a Meeting:
   - Use Google Meet to arrange the demo, ensuring it’s convenient for both parties.

3. Track the Sales Process:
   - Record key details such as the introduction date, sales cycle progress, and client status in PipeDrive to ensure efficient follow-up and management. Pipedrive has a board with 7 pipeline columns:
     - Qualified
     - Contact Made
     - Demo Scheduled
     - Send Proposal
     - Proposal Sent
     - Send Invoice
     - Invoice Sent

   - Track “Won and Lost” deals at any point in the pipeline

NEXT - THE DEMO

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CHAPTER 3

PRODUCT DEMO AND SALES PITCH

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PRODUCT DEMO AND SALES PITCH

Introduction:

- "Thank you for taking the time to meet with us today. I am [Your Name] and this is [Name of Whoever Else On the Call].

We represent DSA Labs (Developmental Sports Analytics): A startup software company that provides software solutions for the intelligent management of your sports data.

DSA Labs's Mission:

- Our mission is simple yet powerful: to revolutionize the sports industry through the intelligent management of data.
- Replace the Coaches Clipboard!

How We Achieve This:

- We’ve built StatLink, a cutting-edge platform designed to help sports organizations unlock the full potential of their data.

What is StatLink?:

StatLink is a web-based application accessible from any device or browser, providing you with the flexibility to manage your data from anywhere. You can easily upload or log your own data, and StatLink’s powerful engine automatically processes it into predictive player rankings.

By leveraging advanced statistical modeling, StatLink eliminates the need for a full-time data scientist, saving you both time and money. The platform delivers actionable insights and rankings that help you make data-driven decisions, without the complexity of managing the analytics yourself.

PRODUCT DEMO AND SALES PITCH

Client Interview: Key Questions

Use these questions to start the conversation and gain a better understanding of the client's current processes, challenges, and needs. Their responses will help you tailor your approach and present how StatLink can solve their specific problems.

1. Current Technology Use:
    - What hardware or software solutions are you currently using within your club/team/organization?
    - How satisfied are you with these tools?
    - Do you find them effective in achieving your goals? If so, in what ways? If not, where do they fall short?
2. Tracking KPIs and Metrics:
    - Are you currently tracking any key performance indicators (KPIs) or metrics for your teams and players?
        - If yes, which ones and how are you tracking them (e.g., spreadsheets, manual logs, specific software)?
        - If no, is there a reason you haven't yet implemented a tracking system?
3. Player Evaluations:
    - How do you evaluate your players throughout the year?
    - Are these evaluations documented through tools like Excel sheets, Google Docs, or shared verbally with the players?
4. The Big Question: What Do You Do With Your Data?
    - How are you currently utilizing the data you collect? Is it being analyzed for insights, shared with stakeholders, or simply stored?

PRODUCT DEMO AND SALES PITCH

Introducing StatLink's 3 Components:

1. Analytics Suite 2. Data Entry 3. Roster Management:

Analytics Suite

What it Does:

StatLink's Analytics Suite automatically processes, stores, and visualizes data after you've imported it from outside sources or logged it through our Quick Entry System. It's designed to give you clear, actionable insights through:

- Individual Submissions
- Overall Player Rankings
- Player Model Rankings
- Calendar Integration
- Player Trending Tool
- Generated Team Reports

This suite not only breaks down your game or practice data but also ranks players from top to bottom. Additionally, this data feeds into individualized player profiles, where athletes can monitor their own performance, track trends over time, and evaluate their progress.

StatLink bridges the gap between coach and player by promoting performance transparency, improving communication, and driving accountability.

PRODUCT DEMO AND SALES PITCH

Data Entry, Analysis Suite, Roster Management:

Data Entry System

What it Does:

StatLink's Data Entry System, accessed through the Manager Dashboard, empowers you to define and log custom performance metrics with ease. As a StatLink Manager, you have full control over which metrics matter most to your team, creating a fully personalized experience. The system is designed with simplicity in mind, ensuring that anyone—regardless of technical expertise—can use it effectively.

How it Works:

1. Setting Up Metrics:
    - You begin by creating an **Evaluation Card**, which contains all the actions and metrics you want to track during a game or practice. You can either build your own custom evaluation card or choose one from our Evaluation Card Library.
2. Collecting Data:
    - Once your evaluation card is set, add your players to the field and start recording data with just a few taps, selecting their respective outcomes in real time.
3. Data Sources:
    - In addition to manual entry, StatLink supports data imports from external sources such as APIs, data collectors, and hardware integrations, providing flexibility in how you gather information.

Anticipated Question: Where do you get this data and their rankings?

StatLink derives data from a combination of your custom inputs, external integrations, and pre-existing datasets. Our system processes and models these metrics to generate player rankings and valuable insights automatically.

PRODUCT DEMO AND SALES PITCH

Take a Break – Address Any Questions

Now that we've covered the core features of StatLink, let's take a moment to address any questions you might have.

1. Do you have any specific questions about how StatLink works or how it can fit into your existing workflow?
2. What challenges are you currently facing in managing data, player performance, or communication?

Identify Pain Points and Provide Value

Once we understand your pain points, we can show how StatLink offers tangible solutions. Here's how StatLink can bring immediate value to your organization:

- **Turn Spreadsheets into Real Insights:** Replace static spreadsheets and Google Docs with a cloud-based platform that organizes data, provides actionable insights, and saves time.
- **Enhance Player Accountability & Communication:** StatLink makes it easy to track and communicate player performance, creating transparency between coaches and players.
- **Informed, Data-Driven Decisions:** Leverage comprehensive analytics to optimize lineups, player selection, and game strategy.
- **Create More Opportunities for Players:** Provide your players with data-rich profiles that highlight their performance and potential.
- **Save Time & Effort:** StatLink's data-driven reports offer more value than traditional video analysis and in a fraction of the time.
- **Efficient Team Management:** Simplify roster management, tryouts, camp evaluations, and player selection with a single integrated platform.

PRODUCT DEMO AND SALES PITCH

Take a Break – Address Any Questions (Continued)

How We Are Different from Other Data Collectors

Unlike traditional data collection tools, StatLink goes beyond simply gathering data. Here's what sets us apart:

- **Data Collection, Processing, and Visualization:** StatLink not only collects your data but also processes it into actionable visualizations that provide real-time insights.
- **Custom Metrics:** You can define custom performance metrics tailored to your team's needs, ensuring that the data you collect is relevant.
- **Outcome-Based Insights:** Track outcomes in real time, providing coaches and managers with the information they need to make informed decisions quickly.

PRODUCT DEMO AND SALES PITCH

FAQ: How is StatLink Different from WyScout?

- **Custom Metrics:** You define the metrics that matter to your team, rather than relying on predefined ones.
- **Full Data Control:** You own and control your data, from collection to analysis.
- **Instant Feedback:** Get real-time reports for both coaches and players, improving decision-making speed.
- **Tailored Player Rankings:** Rankings are based on your custom metrics, not force-fed data.
- **User-Friendly & Accessible:** Simple, intuitive design accessible on mobile, tablet, and PC.
- **Comprehensive Player Profiles:** Track performance across training, games, and gym sessions.
- **More Affordable:** StatLink is cheaper and more accessible than WyScout, offering professional tools at a fraction of the cost.
- **Customizable Insights:** Focus on the metrics that are most important to you.

PRODUCT DEMO AND SALES PITCH

Close the Deal

Anticipated Next Question: What Are Your Prices?

Pricing:

Manager:

- **Basic:** $60/month or $600/year (2 months free)
- **Premium:** $120/month or $1200/year (2 months free)
- **Club:** $250/team/year

Player:

- **Basic:** Free
- **Premium:** $7/month or $75/year (2 months free)

Anticipated Next Question: What Are the Next Steps?

1. We'll send over a quote based on your selections.
2. Upon approval, we'll issue an invoice for payment.
3. Internally - Track and update the process in PipeDrive to ensure everything is moving forward smoothly. Let leadership know when a client needs to be sent an invoice
4. Once payment is processed, we'll initiate the onboarding process and guide you through setup.

CHAPTER 4

CLIENT PROCESSING / ONBOARDING

CLIENT PROCESSING & ONBOARDING

Onboarding an Individual

1. Go to www.statlink.io
    - Create an account.
2. Create Your Team
    - Ensure you use the correct Team Name, Logo, and Location.
3. Invite Coaches as Managers
    - Send an invite to your coaching staff, and remind them to check their email for the invitation.
4. Upload Roster & Connect Players
    - Send a QR Code to players.
    - Players must accept the invite and register as a player.
5. Create Your First Evaluation Card
    - Set up the metrics you want to track.
6. Collect Data
    - Begin collecting performance data.
7. Analyze the Data
    - Use StatLink's tools to review, evaluate, and make informed decisions.

CLIENT PROCESSING & ONBOARDING

Onboarding a Club or Multiple Teams

1. Offer Assistance
    - Offer to help the club organize their teams and set up their structure in StatLink.

2. **Request Resources from Club Directors**

    To get started, gather the following information from the club directors:
    - **List of Teams:** Include the age group and team name—this is how the teams will appear on StatLink.
    - **List of Coaches:** Provide the name and email address of each coach who will manage these teams.
    - **List of Directors:** Include the name and email address of directors who will oversee all teams and player pools.

3. **Using the Provided Information:**
    - **Create Teams:** Set up each team using the correct Team Name, Age Group, Logo, and Location.
    - **Invite Directors:** Send invites to directors for oversight of all teams. Remind them to check their email for the invitations.
    - **Invite Coaches as Managers:** Send invites to coaches to manage their respective teams, and remind them to monitor their email for the invites.

CLIENT PROCESSING & ONBOARDING

Onboarding a Club or Multiple Teams (Continued)

1. Send Onboarding Marketing Materials
   - Provide essential resources to help coaches and staff get started:
     - FAQ Page
     - User Manual Pages
2. Educate Coaches on Roster Uploads and Player Connections
   - Guide coaches through the process of uploading their roster and connecting players.
   - Send QR Codes to players for easy registration.
   - Players must accept the invite and/or register as players on StatLink.
3. Create First Evaluation Card
   - Help coaches set up their initial evaluation card to start tracking performance.
4. Data Collection and Analysis
   - Walk them through the process of collecting and analyzing data using StatLink.
5. Identify a Data-Entry Member
   - Assist the club in identifying a dedicated data-entry team member.
   - Offer Internship Opportunity: Send an internship flyer to encourage clubs to utilize interns for data entry.
6. Schedule Webinars for Coaches and Directors (If Needed)
   - Organize a webinar to provide a product demo and offer support for coaches and directors.
7. Schedule Webinars for Players and Parents (If Needed)
   - Plan future webinars to educate players and parents on:
     - Digital Player Profiles
     - Profile Building
     - Tracking Scores
     - Answering Questions

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CHAPTER

CUSTOMER SUCCESS AND FEEDBACK LOOP

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CUSTOMER SUCCESS AND FEEDBACK LOOP

Post Onboard Client Success

Post Onboarding: Client Success

- Welcome to StatLink!
- We're excited to have you on board and are here to ensure your experience with StatLink is smooth and successful. Below are your next steps and resources to get the most out of the platform.

- First Steps:

1. Follow Up:
   - Within the first week, we'll follow up to ensure you've had no issues with onboarding and to address any questions or challenges.
2. Any Questions or Difficulties?
   - We're always here to help. Don't hesitate to reach out if you encounter any difficulties or need additional guidance.

Join the StatLink Community:
   - Join Our Discord: Connect with our community of coaches, managers, and support staff for tips, troubleshooting, and feature requests.
      - Invite Link: Join Discord

Learning Materials & Customer Support Access:

We've got a wealth of resources to help you get started and make the most of StatLink.

- FAQ Page
- User Manual Page

CUSTOMER SUCCESS AND FEEDBACK LOOP

Ongoing Engagement & Support:

1. Feedback Loop:
    - Establish a feedback loop to regularly gather insights, track any issues, and collect feature requests from clients.
        - **Frequency**: Weekly or bi-weekly check-ins via email, calls, or meetings.
        - **Documentation**: Log all client feedback in JIRA to track bugs, feature requests, and improvements.
2. Game and Practice Schedules:
    - Secure and upload the client's game and practice schedules to help with relevant follow ups and opportunities.
3. New Feature Updates:
    - Keep clients informed about new features and improvements with regular product updates and optional webinars to showcase these changes.

Acknowledge Client Milestones:

Celebrate key moments in the client's journey to reinforce engagement:

- Recognize achievements such as key wins or player recruitment success, highlighting StatLink's role in these milestones.

Customer Success Recommendations:

1. Assign a Dedicated Success Manager:
    - Offer a dedicated account manager to check in periodically and ensure clients are fully utilizing StatLink's capabilities.
2. Quarterly Performance Reviews:
    - Offer quarterly reviews to help clients assess their data usage, optimize performance tracking, and address any unmet needs.
3. 24/7 Support Access:
    - Provide 24/7 support through email, Discord, or chat to help users resolve any issues quickly.

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QUESTIONS?

CONTACT ONE OF OUR PRODUCT MANAGERS

scott@dsa-labs.com
doug@dsa-labs.com
katie@dsa-labs.com

WWW.DSA-LABS.COM