

# 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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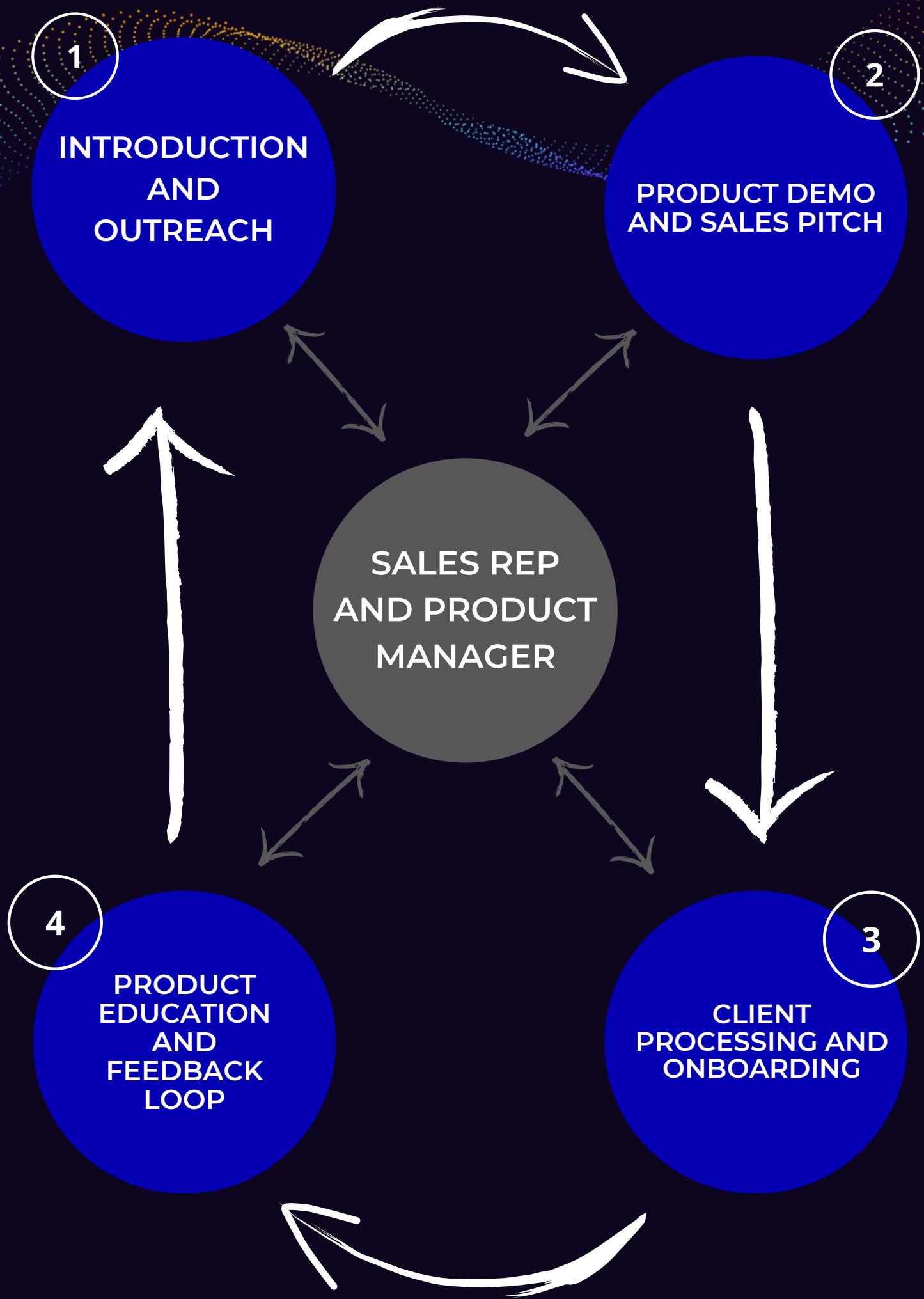
PRODUCT DEMO AND SALES PITCH

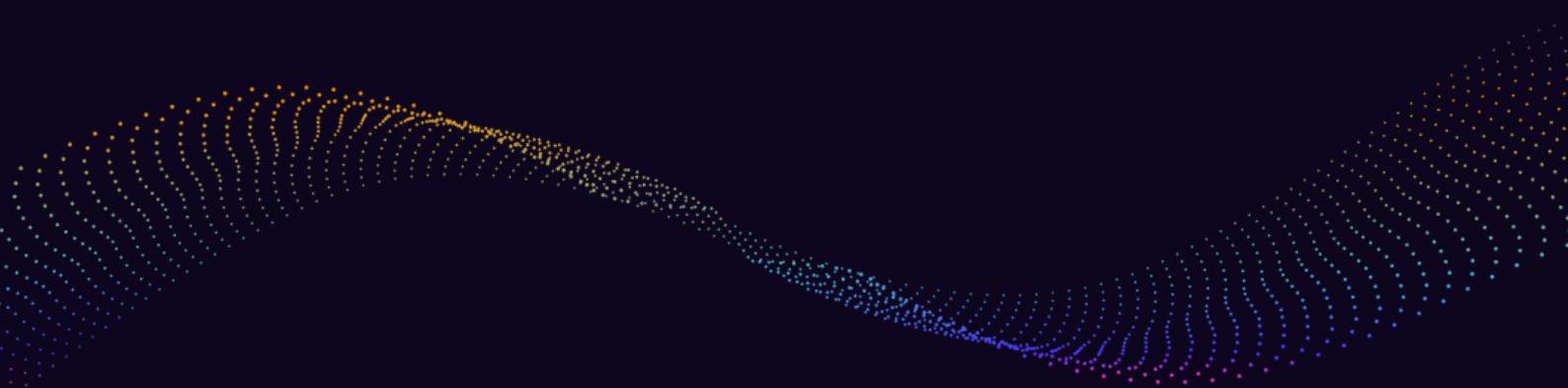
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# CHAPTER

## SALES REP. AND PRODUCT MANAGER ROLE

WWW.STATLINK.IO

# SALES REP. AND PRODUCT MANAGER ROLE

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

You are responsible for the entire sales cycle - outreach and introduction, product demo, closing the sale, onboarding, customer success, and maintaining the feedback loop. You're in the most important position for gathering product intelligence to relay to the software development team.

## Objectives to focus on:

- Acquiring new clients
- Securing a product demo
- Execute a full product demo
- Onboard new client and ensure a successful account creation for managers and players
- 2 Week Trial, if needed
- Close Sale at the end of the trial



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CHAPTER

INTRODUCTION AND  
OUTREACH

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# INTRODUCTION AND OUTREACH

## Leverage your network for warm introductions:

Warm introductions always yield higher conversion rates vs cold introductions.

Use one of our several introduction templates from previous outreach efforts.

Primary: Email

Secondary: Call

Tertiary: In-person

## Tasks and Objectives:

- Send an introductory email
- Introduce who we are, what we do, and how we can help.
- Include StatLink Deck
- Include pictures and examples
- **End goal is to set-up a product demo**
- Set Meeting in Google Meet
- Track introduction date, sales cycle, and client process on PipeDrive



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CHAPTER

PRODUCT DEMO AND  
SALES PITCH



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KNOW YOUR TEAM

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# PRODUCT DEMO AND SALES PITCH

## Introduce yourself:

- "Thank you for taking the time to meet with us today. I am Scott Krotee and this is Doug Oppenheimer (and whomever else is on the call)."

We represent DSA Labs (Developmental Sports Analytics): We are a startup software company that provides tools for the intelligent management of sports data.

## DSA Labs's Mission:

- Revolutionize the sports industry through intelligent management of data

## How:

- We created StatLink

## What is StatLink?:

StatLink is the next generation of team and athlete data management systems. StatLink is at the tip of the spear for organizations that embrace the use of technology to collect, process, and visualize custom performance metrics to make more informed decisions, gain actionable insights, and much more. Turn your spreadsheets and Google Docs into a cloud based software application that gives you real insights, keeps you organized, and saves time.

# PRODUCT DEMO AND SALES PITCH

## Client Interview

**Questions to start the meeting** - the answers to these questions will help you guide the conversation and address the clients needs.

1. What are some of the technologies (hardware or software) that you currently integrate into your club/team/organization?

- How do you like them?
- Do you find them useful?

2. Do you keep track of any KPIs or metrics for your teams and players?

- If yes, What and How?
- If no, Why Not?

3. Do you give your players evaluations during the year?

- How? Excel sheets, Google Docs, Verbal?

# PRODUCT DEMO AND SALES PITCH

Introduce StatLink's 3 Components:

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

## ANALYTICS SUITE

What:

- After importing outside sources or logging your data through our Quick Entry System, StatLink automatically processes, stores, and visualizes your data in our Analytics Suite.
  - i. Individual Submissions
  - ii. Overall Rankings
  - iii. Player Model Rankings
  - iv. Calendar
  - v. Player Trending Tool
  - v. Generated Team Reports
- This data visualization not only shows you the breakdown of your game or practice, but also ranks your players from top to bottom.
- This data also carries over into an individualized player profile. This allows the player to see all of their data submissions, how they are performing on a day to day basis, and evaluate their trends.

StatLink bridges the communication gap between coach and player performance. Performance transparency, communication, and accountability.

# PRODUCT DEMO AND SALES PITCH

## Data Entry, Analysis Suite, Roster Management:

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

### DATA ENTRY SYSTEM

#### What:

- Through the UI that we call the Manager Dashboard, we have created a **Data Entry System** that allows you to determine the metrics and their outcomes.
- A StatLink Manager (YOU) has the authority to hand craft and log a custom set of performance metrics through our user interface. We have designed the data entry system to be so intuitive, ANYONE can use it.

#### How:

- You determine your metrics by setting up an **Evaluation Card**. An evaluation card contains some or all of the soccer actions you wish to track during a practice or game.
- Select your custom evaluation card or select one from our Evaluation Card Library.
- Collect Data: add your players to the field and start collecting data by tapping the players and selecting their respective outcomes.
- Outside sources, **API**, and **data integrations** from data collectors and hardware.



# PRODUCT DEMO AND SALES PITCH

**Take a break - Do you have any questions?**

Address any questions.

Identify any pain points.

- Provide value
  - Turn your spreadsheets and Google Docs into a cloud based software application that gives you real insights, keeps you organized, and saves time.
  - Player accountability and communication.
  - Informed, data-driven decisions.
  - Optimize your line up and player selection.
  - Create more opportunities for their players
  - Higher value data over traditional video with less time
  - Provide data rich player profiles
  - Team management, tryouts and selection, camp evaluations

How we are different than other data collectors?

- Data collection vs data collection, processing, and visualization
- Custom metrics
- Outcomes



# PRODUCT DEMO AND SALES PITCH

\* Anticipated question: How are you different than other software systems?

## FAQ: WyScout (or other competitors) vs StatLink

- You determine the metrics.
- You control the data.
- Instant feedback/reports to you and your players.
- Player rankings based on what you measure (not force fed information).
- Easier to understand.
- Simple.
- Accessible.
- Data rich player profiles.
- Mobile/tablet/pc.
- Quick and intuitive.
- Measure in training, games, AND gym.
- CHEAPER and more ACCESSABLE .
- Insights into metrics that YOU determine.
- “WyScout doesn’t track metrics that we like.



# 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 our next steps?

Execute Onboarding - Next Chapter



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**CHAPTER**

**CLIENT PROCESSING /  
ONBOARDING**

[WWW.STATLINK.IO](http://WWW.STATLINK.IO)

# CLIENT PROCESSING & ONBOARDING

## ONBOARD INDIVIDUAL

- Go to [www.statlink.io](http://www.statlink.io)
- Create an account.
- Create Team
  - Use correct Team Name, Logo, and Location
- Invite Coach(s) as a manager
  - Inform him/her to keep an eye on email for this invite
- Upload Roster and connect players
  - Send QR Code to Players
  - Players must accept the invite and register as a player
- Create First Evaluation Card
- Collect Data
- Analyze

# CLIENT PROCESSING & ONBOARDING

## ONBOARD CLUB OR MULTIPLE TEAMS

Offer to help them organize their teams in StatLink.

Request resources from club directors to get started:

- Request Information:
  - List of your Teams (Age and Team Name) - This is how your team will appear on StatLink
    - We will set these teams up in StatLink
  - List of Coaches that will manage these teams (Name and email address)
    - We will invite your managers to these teams via their email address
  - List of “Directors” that will oversee all teams and player pools (Name, email address)
- Using the resources sent by club director:
  - Create Teams
    - Use Team Name, Age, Logo, and Location
  - Invite Directors to all teams in the club for oversight
    - Inform them to keep an eye on email for these invites
  - Invite Coach(s) as a manager
    - Inform them to keep an eye on email for this invite

# CLIENT PROCESSING & ONBOARDING

## ONBOARD CLUB OR MULTIPLE TEAMS (CONTINUED)

- Send Onboarding Marketing Materials
  - Getting Started (Automated)
  - Quick Guide (Automated)
- Educate Coaches on how to upload Roster and connect players.
  - Send QR Code to Players
  - Players must accept the invite and/or register as a player
- Create First Evaluation Card
- Collect Data
- Analyze
- Help identify a data-entry member on their team
  - Offer Internship Opportunity (Send Flyer)
- If needed, Schedule a Webinar For Coaches and Directors
  - Product Demo and Support
- If needed, Schedule Future Webinar For Players and Parents
  - Digital Player Profile
    - Building
    - Scores
    - Questions



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CHAPTER

CUSTOMER SUCCESS AND  
FEEDBACK LOOP

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# CUSTOMER SUCCESS AND FEEDBACK LOOP

## Post Onboard Client Success

- Welcome to StatLink
- First Steps
  - Follow up
  - Any questions or difficulties?
- Join the Discord
  - Invite Link: <https://discord.gg/GfWFNjUJ>
- Provide Learning Materials and Customer Support Access
  - How to E-Book or Field Manual (Automated)
    - How to navigate through the interface
    - How to add roster
    - How to add more managers
    - How to create an evaluation card
    - How to collect data
    - How to view results and rankings

# CUSTOMER SUCCESS AND FEEDBACK LOOP

## Post Onboard Client Success

- Do the client's and players need a seminar or webinar?
- Establish a feedback loop
  - Once a week?
  - Once every other week?
  - Document all clients insights, bugs, and feature requests on JIRA
- Nudge the new user for data entry, get them using StatLink regularly
- Secure a game and practice schedule
- Provide StatLink updates with new features
- Acknowledge Client Milestones
- Camps, Clinics, Recruiting



**QUESTIONS?**  
CONTACT ONE OF OUR PRODUCT MANAGERS

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[WWW.DSA-LABS.COM](http://WWW.DSA-LABS.COM)