Sales enablement tools

Pick a small set of impactful sales tools, create these, and share them with your sales team

		Tool	Description
The basics		**Target customers and needs**	Describe the primary and secondary target customers, and spell out their key needs, opportunities, frustrations, jobs to be done
		Value proposition	Succinctly describe the value that your product brings
		Benefit trees	Map the hierarchy of your product's primary benefits
		Spec sheets and technical details	List your product specs and relevant technical details
		Video walkthroughs	Provide a video walkthrough of your product for training, and for sharing with prospects
		Pricing guidance	Provide clear pricing guidance to sales reps, including deal pricing and discounts (note: pricing may be owned by a committee of sales, marketing, finance, and product)
		Other	
Buyer's journey	**Awareness & consideration**	**Pitch deck**	Create a standard set of slides for sales reps to use to introduce and sell your product (note: sales & marketing teams may create pitch decks, but will likely want content from you)
		Customer demo	Guide your sales reps on how to easily demo your product, and provide any needed tools to do this (demo accounts, realistic data, etc.)
		Case studies	Prepare a "success story" with a real customer
		Whitepapers	Provide research to support your product's story
		Other	
	Decision	**Return-on-investment (ROI) tools**	Tools that use customer-specific data to calculate a monetary benefit when they use your product ("you can save $1.5M/year, with a payback period of 2 months")
		Competitive selling-against tools	Provide the information sales reps need to position your product effectively vs. a competing product
		FAQs (frequently asked questions)	Gather typical customer questions, and provide the answers
		Other	
	Loyalty	**How-to's and best practices**	Give your sales reps (and customer support teams) videos and how-to documents to share with customers. Customers can use these to get greater benefit from your product, increasing the likelihood of renewal or repurchase
		Other	