

MCP Inc. – Sales Playbook

Version: 1.0
Owner: Sales Department
Confidentiality: Internal Use Only

1. Elevator Pitch

"MCP Inc. delivers secure, scalable, and intelligent cloud and AI solutions that transform enterprises and unlock their business potential."

2. Key Value Propositions

- Reduce operational costs by 20%
 - Enhance service delivery speed by 50%
 - Enterprise-grade security and compliance
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3. Sales Process

1. **Research:** Study prospect industry and pain points
 2. **Engage:** Initiate contact via warm introduction or outreach campaign
 3. **Qualify:** Assess budget, authority, need, timeframe
 4. **Present:** Showcase tailored solutions
 5. **Close:** Secure agreement and handover to onboarding
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4. Handling Objections

Objection	Response
"Too expensive"	We offer modular solutions to match budget
"Security concerns"	We are ISO/IEC 27001 certified
"Too complex"	We provide full onboarding and support

5. Competitive Differentiators

- Proprietary AI analytics
- Global data center network
- Dedicated customer success team