📘 **Reference Knowledge: FlowMate Sales Rep Playbook**

1. Common Objections & Suggested Responses

Objection	Suggested Response	Supporting Content
"Too many tools"	"FlowMate combines task management, messaging, and docs — one tool instead of five."	Case Study: "Unified Workspace for Team Harmony"
"Tired of switching tools"	"No new passwords or training — log in with Slack, works like Trello."	Onboarding Guide + UI GIF
"Assistant is overwhelmed"	"FlowMate auto-updates status & reminders — saves 6–8 hours/week."	ROI Calculator: Admin Time Saved
"IT might push back"	"SOC2-certified, no data stored without consent, Slack-based auth."	Security & Compliance FAQ
"How does it work?"	"Assign tasks via drag-drop, get daily summaries, mention teammates in-line."	1-Min Product Tour (GIF + PDF)

2. ROI Snapshots

- Avg. hours saved per team/week: 14 hrs
- Avg. reduction in team meetings: 30–45%
- Cost per seat: $12/mo
- Payback period: 2.5 weeks

3. Customer Quotes

- "Finally, one place for everything." – CEO, TinyTeams
- "Jess stopped chasing updates. She started managing projects." – Ops Lead, CreativeNine
- "Zero onboarding. We were using it within 15 minutes." – Project Lead, SwayStudio

4. One-Liner Pitches (for Cards)

- "Everything your team needs. Nothing they don't."
- "Less chaos, more flow."
- "Slack, Trello & Docs in one friendly workspace."

Let me know if you want this reference document exported as a Markdown file, PDF, or loaded into a mock vector DB schema!

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