Training Guide for Sales and Customer Support

## Background:

* Background information about the industry or the problem
* Problem Statement: what is the problem your product is solving?
* Product Goals: how does your product solve the problem

## Market background:

Write a short description of your market and audience:

* Describe who your ideal customer is and where you believe the sales team can find these customers
  + Outline your target audience: who your potential customers are, what they look like.
  + Describe your targeted market: where you would like to roll out your product, anything specific sales need to know.
* Describe your competitors

## Product Background:

Describe your product and what sales need to know about it:

* Outline at least three of your main features, describe what these features do
* Mention any known issues that the sales team or customer support team may need to address with users
* Add as many visual elements as possible: screenshots/mocks

## Pricing:

Describe your pricing:

* Outline all your pricing packages
* Outline any special discounts/offerings