

# STARTUP ASAP SALES CANVAS

Designed for:

Designed by:

Date:

Version:

<b>PRODUCT/SERVICE OFFERING</b> <i>Clearly define your product or service offering, including its key features, benefits, and unique selling points. Identify the problem it solves and the value it delivers to customers.</i>	<b>TARGET MARKET</b> <i>Define your target market and identify the specific customer segments most likely to benefit from your offering. Understand their needs, pain points, and preferences to tailor your sales approach.</i>	<b>PRICING STRATEGY</b> <i>Determine the most suitable pricing strategy that aligns with your target market, competitive landscape, and value proposition. Consider factors such as cost structure, customer willingness to pay, and perceived value.</i>	<b>GO-TO-MARKET STRATEGY</b> <i>Develop a comprehensive go-to-market strategy that outlines how you will reach and engage your target customers. Define your distribution channels, marketing tactics, and customer acquisition channels.</i>	<b>SALES CHANNELS</b> <i>Identify the most effective sales channels to sell your product or service. Consider options such as direct sales, online marketplaces, partnerships, or resellers.</i>
	<b>SALES MATERIALS</b> <i>Create sales materials, including presentations, brochures, product demos, and case studies, to support your sales efforts. Develop compelling messaging that clearly communicates the value and benefits of your offering.</i>	<b>LEAD GENERATION</b> <i>Develop lead generation strategies and tactics to generate a pipeline of potential customers. Utilize a mix of inbound and outbound marketing techniques, such as content marketing, social media, email campaigns, or targeted advertising.</i>	<b>SALES PROCESS</b> <i>Design and optimize your sales process to efficiently move leads through the sales funnel. Define key stages, establish qualification criteria, and provide sales training to your team.</i>	
<b>CUSTOMER ONBOARDING</b> <i>Develop a streamlined customer onboarding process to ensure a smooth transition from the sales stage to product adoption. Provide clear instructions, documentation, and support to help customers get started quickly.</i>			<b>FEEDBACK AND ITERATION</b> <i>Gather customer feedback and insights throughout the sales process to continuously improve your offering, pricing, and sales approach. Iterate and refine your strategies based on customer needs and market dynamics.</i>	