

PRODUCT FACT SHEET TEMPLATE

[PRODUCT NAME]

[Product Tagline or Value Proposition]

PRODUCT OVERVIEW

[Provide a 2-3 sentence description of what the product is and what it does. Focus on the core value and primary purpose.]

KEY FEATURES

- Feature 1: [Brief description of benefit]
- Feature 2: [Brief description of benefit]
- Feature 3: [Brief description of benefit]
- Feature 4: [Brief description of benefit]
- Feature 5: [Brief description of benefit]

BENEFITS

Customer Pain Point → Solution

- [Problem]: [How this product solves it]
- [Problem]: [How this product solves it]
- [Problem]: [How this product solves it]

TARGET AUDIENCE

Primary: [Description of ideal customer]

Secondary: [Additional potential users]

Use Cases:

- [Industry/Role]: [Specific application]
- [Industry/Role]: [Specific application]
- [Industry/Role]: [Specific application]

TECHNICAL SPECIFICATIONS

Platform/System Requirements:

- [Requirement 1]
- [Requirement 2]
- [Requirement 3]

Integrations:

- [Compatible system/platform]
- [Compatible system/platform]
- [Compatible system/platform]

PRICING & AVAILABILITY

Pricing Model: [One-time purchase / Subscription / Freemium / Custom]

Tiers:

- [Tier Name]: [Price] - [What's included]
- [Tier Name]: [Price] - [What's included]
- [Tier Name]: [Price] - [What's included]

Availability: [When/where customers can purchase]

DIFFERENTIATORS

What Makes This Product Unique:

- [Competitive advantage 1]
- [Competitive advantage 2]
- [Competitive advantage 3]

METRICS & PROOF POINTS

- [Statistic about performance, adoption, or results]
- [Customer satisfaction metric or testimonial highlight]
- [Time/cost savings data]
- [Award, certification, or recognition]

SUPPORT & RESOURCES

Customer Support:

- [Support channels available]
- [Hours of operation]
- [Response time SLA]

Training & Documentation:

- [Available training resources]
- [Documentation type]
- [Community or user forums]

CONTACT INFORMATION

Company Name: [Your company]

Website: [URL]

Sales: [Email/Phone]

Support: [Email/Phone]

Social Media:

- LinkedIn: [URL]
- Twitter/X: [URL]
- [Other relevant platforms]

QUICK REFERENCE

Launch Date: [Date]

Current Version: [Version number]

Last Updated: [Date]

Document Version: [Version]

NOTES FOR INTERNAL USE

Sales Talking Points:

- [Key message 1]
- [Key message 2]
- [Key message 3]

Common Objections & Responses:

- [Objection]: [Response]
- [Objection]: [Response]

Competitive Comparison:

- vs. [Competitor]: [Key differentiator]
- vs. [Competitor]: [Key differentiator]

INSTRUCTIONS FOR USE

This template is designed for:

- Sales teams preparing customer presentations
- Marketing teams creating promotional materials
- Product managers documenting product information
- Training programs teaching product knowledge
- Customer success teams answering product questions

How to customize:

1. Replace all [bracketed] sections with your product information
2. Remove any sections that don't apply to your product
3. Add additional sections as needed for your specific product type
4. Update the document version and date when making changes
5. Keep the fact sheet to 2-3 pages for maximum effectiveness

Tips for effectiveness:

- Use clear, jargon-free language for broader accessibility
- Focus on benefits over features when possible
- Include specific, quantifiable metrics when available
- Keep information current and review quarterly
- Tailor content to your audience's technical level