

YOUR SALES COLLATERAL PACK



ASK THESE QUESTIONS

- How do I know if my sales guys have the 'tools' for the job?
- What are the best tools to support the sale of my products?
- How can I make sure my sales team is armed with the right information for each stage of the sales cycle?

A good lead can easily wilt and perish if it isn't nurtured at every step of the sales cycle. They need to feel confident, assured and have their questions answered. To do this your sales team must be able to deliver the right information, in the right format at the opportune moment.

HOW WE CAN HELP

We can help you make sure your sales collateral pack is fit for purpose. Starting with a 'drains up' on what collateral is needed, through to its delivery.

Step one

We will sit down with your marketing and sales team to understand the typical sale cycle of your product/service and discuss positive and negative selling experiences. We will then plan a collateral pack that will allow them to handle objections and steer the conversation the right way.

Step two

Working with your marketing team or independently we can develop project briefs for each piece required. Collating and preparing information and working with design agencies to create the finished piece.

Depending on your target market and the nature of your product and sales cycle this could include:

- Presentations
- Brochures
- Videos
- Infographics
- Photos
- Website and landing pages
- Case studies

GET IN TOUCH

To learn more about how our sales collateral service can help your business please contact us.