REILLY
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SALES ENABLEMENT SERIES

SALES ENABLEMENT DECK PLANNER

V 1.0

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SALES ENABLEMENT DECK PLANNER

You can use this document to plan an effective Sales Empowerment training deck that is focused on building quality pipeline. We first list all the resources you should gather before you create your deck, and then we detail each resource for you.

The flow of your deck is very important. Many sales reps will follow the flow of your training deck during their sales calls. If the flow or your deck is off then many of your sales team's sales calls will be following the wrong structure, and this will be detrimental to your organization. This is why it is very important that you structure your deck in the same flow as an ideal sales call, with discover questions up front and any solutions and / or benefits closer to the end.

If you lead your training deck with the solution and benefits up front then many reps will lead with these during their sales calls and your sales cycle will be backwards. This will lead to less pipeline build, more lost opportunities, and less revenue for your organization.

The resources below are listed in the order they should appear in the training deck. Some minor adjustments can be made depending on your solution and market sector, but the emphasis on asking discovery questions to qualify the opportunity needs to remain paramount, with the features and benefits of your solution being secondary in the early stages of sales cycles.

As your sales cycles develop there will be stages when the solution details become central to discussions, however the information previously gained during the early customer discovery questions will enable your sales team to more strategically position your solution's value for each customer.

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SALES ENABLEMENT DECK RESOURCE LIST

You should gather as much of this information as possible before you create a single slide for your deck. If you are missing any of these resources we suggest you create them as soon as possible as all of them are usually required to generate a healthy pipeline of quality opportunities.

This list is only the resources you need to create an effective training deck.You can find a complete list of Sales Resources your sales teams need to be competitive HERE.

- ⬜ Ideal target prospects
- ⬜ Ideal current states
- ⬜ Problems with current states
- ⬜ Attention grabbing statistics / market trends
- ⬜ Opening questions & common responses
- ⬜ Secondary / tertiary questions & common responses
- ⬜ Qualifiers / disqualifiers
- ⬜ Ideal future states & benefits
- ⬜ ROI calculators
- ⬜ Alternate pathways
- ⬜ Ideal next steps - who and why
- ⬜ Prospecting scripts / templates
- ⬜ External case studies
- ⬜ Internal case studies
- ⬜ Name drops
- ⬜ Collateral
- ⬜ Demo videos (internal)

RESOURCE DETAILS

IDEAL TARGET PROSPECTS

You want your sales force focused on your ideal target customer, so let them know up front who that is. Your sales team shouldn't be spending their time prospecting through your B, C, or D targets until the A list is fully covered. Details of your ideal target prospects should include:

- Industry / vertical
- Organization size (revenue and / or employee count)
- Target department
- Target contact job role / title

IDEAL CURRENT STATES

The chances are that not all of your ideal prospects will qualify for your solutions. They may not have the problems that your organization solves, or they may have the problems, but the issues may not be large enough for them to build a solid business case upon. Your sales team needs to be able to qualify opportunities fairly quickly so that they are spending their time on the accounts that are most likely to generate the most revenue for your organization.

Arm your sales force by describing the ideal current state they are seeking - the target that should have problems large enough to justify the investment required for your solutions. The goal here is to arm the sales team with enough knowledge of the prospects' environment, operations, and terminology that they can learn more about the client through a credible discussion about the prospect's current state.

PROBLEMS WITH CURRENT STATES

Now you can get into the pains that are usually caused by the ideal target current state. How is this current state making the prospect less competitive and / or less profitable? The goal here is for your sales force to be able to move the conversation from learning about the prospect's current state to discussions on common pains they are probably experiencing because of their current state. They should be able to link specific current state conditions to particular common problems they cause. This increases the sales team's credibility and enables them to strategize their future value propositions for the client. Problems can include things such as:

- Increased operational costs
- Slower market penetration
- Less market agility
- Lower customer satisfaction
- Lower employee morale
- Higher staff churn rates
- Higher risk
- Higher exposure to threats
- Lower sales
- Less market differentiation

The problems that your organization can solve may differ depending on the solutions you offer.

ATTENTION GRABBING STATISTICS / MARKET TRENDS

Arming the sales team with proper information can increase their credibility and grab the prospect's attention. This works whether the prospect was previously aware of the information or not. The sales team should be able to cite the sources of the information for better credibility.

OPENING QUESTIONS & COMMON RESPONSES

Now that the sales force has context you can arm them with open ended questions that they can use to learn more about the customer, their current state, and lead the conversation towards the pain points that are commonly caused by the current state factors.

These open ended questions are the bridge between the prospect's current state factors, and the pain they may be causing.

All questions should include common responses prospects may respond with. These will be followed up by secondary and tertiary questions the sales team can follow up with to keep the conversation going, build more credibility, and further qualify the prospect and the opportunity.

SECONDARY / TERTIARY QUESTIONS & COMMON RESPONSES

You want your sales team to be able to take the conversation in multiple directions depending on the prospect's responses. Although it is impossible to arm them with every possible scenario you want to prepare them for the most probable situations.

The goal here is to prepare the sales force for common objections, high-level queries, and other roadblocks. These roadblocks can include competitive solutions, a lack or priority, past negative experiences the prospect has had, a desire to remain with the status quo, or misconceptions the prospect may have.

QUALIFIERS / DISQUALIFIERS

Not all prospects are qualified to be your customer. Your sales team should invest their time with the prospects that have the highest probability of investing in your solutions.

This is the time to be real. One of the greatest revenue decelerators is your sales team spinning their wheels chasing opportunities that weren't properly qualified and will never close, so you need to let them know what the red flags are that will probably disqualify a prospect from being able to build a business case for your solution.

What are the three factors that indicate this opportunity is real?

What are the three red flags that you know will disqualify this opportunity?

Let your sales team know,

IDEAL FUTURE STATES & BENEFITS

Up until now the training deck and the conversation your sales team will be having has been mostly focused on the customer, and that is what you want.

However, the sale team does need to know the path they want to lead your prospects down in order to convert them to paying customers. They need to be able to paint a picture of the final destination so that they can move the prospects onto the next step in your sales process.

Now is the time to show the sales force the future state your solutions will empower their prospects to reach. This should include all of the benefits your prospects can expect to gain, which will usually be the opposite of the pains that have already been uncovered during the previous discussion.

Show your sales force the contrast between the ideal current state you mentioned above, and the future state your solution can provide.

We have seen too many training decks that lead with the solution, and its benefits and features. This is a mistake. Everything needs to begin with the customer, where they are at now, and the pain the are currently experiencing. Only after all of this will your team be in a position to prescribe a solution and outline the future state it can enable the prospect to achieve.

ROI CALCULATORS

Although ROI calculators will usually be used later in the sales process it is important for your sales force to be familiar with them from the beginning. This will enable them to extract the required data points earlier in the sales cycle for use later on when the ROI is presented to the prospect.

These ROI points will usually mirror many of the factors that qualify the opportunity and will should naturally be included in the primary and secondary questions mentioned above. Seeing them in the ROI calculator will bring everything full-circle in your sales team's minds.

ALTERNATE PATHWAYS

As mentioned previously, not all prospects will be good candidates for this particular solution. However, you don't want the conversation to end there. Arm your sales force with alternate qualifying questions they can ask that may be able to steer the conversation towards other solutions within your portfolio.

IDEAL NEXT STEPS - WHO AND WHY

Your sales force needs to know what next steps to set up with the prospects. They will need to be able to communicate the benefit of the next steps to the prospect as well as who should be involved in the next steps from the prospect's organization, and why participating will be important for them.

PROSPECTING SCRIPTS / TEMPLATES

The sales force should be armed with sample prospecting scripts, and templates for email and social media prospecting. Ensure there is some flexibility in the scripts and templates. A good sales team will modify them for their personality and the personality of the prospect.

We strongly suggest you position these at the end of the deck. This will ensure your sales team has the proper knowledge and context for the scripts and templates.

Contact us if you need help generating effective scripts and templates.

EXTERNAL CASE STUDIES

The sales team should be armed with relevant customer case studies. This enables them to discuss them during their meeting for increased credibility, and to send them to their prospects as part of their follow up.

INTERNAL CASE STUDIES

Internal case studies are one of the most valuable resources you can give to your sales force. An internal case study details how one of their peers found, developed, and closed a good opportunity for this solution.

The case study should include all of the objections and obstacles their peer overcame, as well as the proposed future state, value, and benefits the client invested in.

Internal case studies can be written, or captured in a video interview. Doing a live Q&A during your sales training will bring the most value to your team. Sales reps love this.

NAME DROPS

Not all of your satisfied customers will allow you to do a case study on them. However, there will be many whose company names your sales force can mention in a prospecting call and follow up meeting.

As with case studies the name drops are more valuable the closer they are to the prospect's industry, size, and geography. All lists of name drops should therefore include these reference details so that your sales team can choose the most appropriate ones for any given prospect.

COLLATERAL

Arm your sales team with all the required collateral up front. This includes solution brochures, technical requirements, case studies, and presentation templates. Prepare them with everything they may require in their meetings, and for following up after the meetings.

DEMO VIDEOS (INTERNAL)

If applicable the sales team should have access to demo videos of your solutions. The team should be familiar with the look, feel, and features of your solutions. This item is at the end of the list for a very good reason. Sales cycles should never be lead with a demonstration. Opportunities should always be fully qualified before a prospect gets any exposure to a demonstration.

Be sure to emphasize that these demonstration videos are for internal use only. A pre-recorded demonstration is usually generic in nature. A demonstration for a prospect during a sales cycle should be tailored to their specific current and future states, and pain points.

CREATING YOUR DECK

Now that you have gathered the required resources and are aware of the proper order you can begin crafting your training deck. Do your best to keep it crips and fast paced.

You can use the resource list above as a beginning framework for the flow of your deck. Not all resources require their own slide, and some will need multiple slides. This is entirely dependent on on your organization, market, and solution.

If you need to trim some information out of your presentation you will be better off reducing the information on your solution and features, and preserving the training information on the customer, their current situation, and the discovery questions. Doing this will lead you to more opportunities, larger opportunities, and more revenue for your organization.

We have seen a tendency for organizations to provide too much information to their sales teams on the solution and features side, and not spend enough time on the discovery and customer pain development phase of the sales process. This is a mistake

WHAT'S NEXT?

If you found this toolkit valuable, here are three ways to go further:

1. Book a Strategy Call:

Let's map these frameworks directly to your current challenge.
Book Your Call Here

2. Download Another Toolkit:

Explore toolkits for sales, leadership, persuasion, and negotiation.
🌐 See our Tool Kit Library HERE

3. Subscribe to the Drip Series:

Get deeper behavioural strategies, templates, and case studies, delivered in 5-minute reads.
👉 The opt-in is at the bottom of THIS PAGE

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Reilly Sales Consulting (RSC)
"Where closing psychology meets bulletproof sales systems."

Reilly Sales Consulting helps B2B sales teams close faster, with less friction, and greater predictability.
We install frameworks rooted in behavioural science that unlock complex buying groups, surface hidden objections early, and engineer decision-making confidence, without the pressure tactics that buyers resist.
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