

*How to send the right content at the right time?*

# Sales Content Alignment Playbook



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# Sales Content Alignment

## What will you learn?

- What is a sales content audit?
- Why are sales content audits important?
- What content works best at each stage of the buying cycle?
- How do you complete a sales content audit?



**SUCCESSFUL  
SALESPEOPLE  
ALIGN THEIR  
SALES CONTENT  
TO THE BUYER**

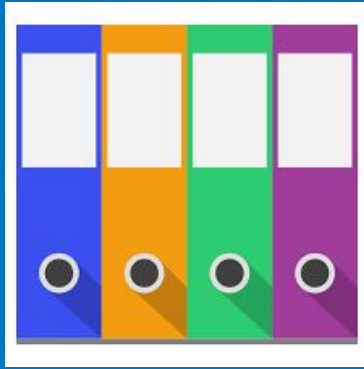
# **SALES CONTENT IS THE BACKBONE TO SUCCESSFUL SELLING IN TODAY'S WORLD.**

Successful salespeople understand the importance of high-quality sales content, its purpose, and its relation to leads, prospects, opportunities, and customers in the buying cycle.



# HOW TO ALIGN YOUR SALES CONTENT FOR PERSONALIZATION

# HOW TO PERFORM SALES CONTENT AUDIT



A sales content audit is the process of evaluating your sales content both in quantity and quality. By listing your sales content assets, it's current performance, and you'll be able to identify any gaps in content, create a plan to improve performance, and categorized by buying stage.

**Start sending right sales content at the right time to the right person.**



**WHY ARE  
SALES  
CONTENT  
AUDITS  
IMPORTANT**

# BENEFITS OF SALES CONTENT AUDITS

- Maps current sales content to the buying stages
- Identifies sales content gaps
- Immediate value by leveraging content your business already has
- Helps you send the right content to right person at the right time



The goal is to start sending the right sales content that aligns with the **buying stages.**



**AWARENESS**

**Connect Stage**

**Examples:**

- Blog posts
- Slideshares
- Free Tools
- eBooks/Guides
- Videos

**CONSIDERATION**

**Discovery Stage**

**Examples:**

- Case Studies
- FAQ Sheets
- Product White Papers
- Third-Party Reviews
- Webinars

**DECISION**

**Close Stage**

**Examples:**

- ROI Reports
- Consultations
- Estimates/Quotes
- Free Trials
- Product Demos

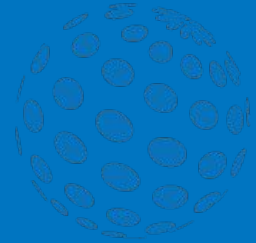
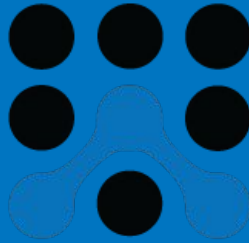
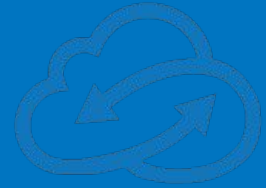


# HOW DO YOU COMPLETE A SALES CONTENT AUDIT



# STEPS FOR CONDUCTING A SALES CONTENT AUDIT

1. Identify existing sales content
2. Categorize the sales content
3. Evaluate the performance of the sales content
4. Provide recommendations on what to do next with the sales content



**You need to uncover every piece of sales content that already exists both online and offline.**

# EXAMPLES OF ONLINE CONTENT

- Website copy
- Newsletters
- Email
- Online sales content

# EXAMPLES OF OFFLINE CONTENT

- Printed collateral
- Call scripts
- Proposal template
- Competitor information

# DON'T FORGET ABOUT ASKING OTHER PEOPLE

- Interview other salespeople in the office for information.
- Find out how they use this content.
- Find out which assets they refer to most.
- Find out which they find are most helpful for prospects.

# USE A SALES CONTENT AUDIT CHECKLIST TO FIND EXISTING CONTENT

<b>SALES</b>	<b>COMPLETE</b>
CALL SCRIPTS	
BROCHURES	
PROPOSALS	
QUOTES	
PRESENTATIONS	
PRICE LISTS	
OTHER	
<b>WEBSITE</b>	<b>COMPLETE</b>
WEBSITE MESSAGING	
WEBSITE COPY	
CALL TO ACTIONS	
CONVERSION ASSETS	
LANDING PAGES	
FORMS	
BLOG	
RESOURCES	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
MULTIMEDIA CONTENT	
OTHER	
<b>MARKETING</b>	<b>COMPLETE</b>
REPORTS	
PRESENTATIONS	
ADVERTISING	
PRINTED COLLATERAL	
VIDEOS	
INFOGRAPHICS	
PODCASTS	
TRAINING	
NEWSLETTERS	
EMAILERS	
LEAD NURTURING	
INTERNAL COMMUNICATION	
OTHER	



# QUESTIONS TO ASK ABOUT THE SALES CONTENT

- How old is the content?
- What is its purpose?
- Is it accurate?
- Is it up-to-date?
- What format is it in?
- Is it still being used and if so, who's using it?
- Is it gated behind a form?
- Where exactly does it fit in the buyer's journey?

# EVALUATE PERFORMANCE

- If you **have been tracking** your sales content, view your online analytic tools.
- If you **haven't been tracking** this information, gather insights by speaking to your sales team and interviewing customers.

# QUESTIONS TO ASK WHILE IDENTIFYING RECOMMENDATIONS

- Can this be reworked and leveraged?
- Should this be cut?
- Can this be collated with other pieces of content?
- Should this piece of content be condensed?
- Have you looked at all the internal content?
- Is there someone internally that can rework this?
- Where in the buyer's journey does this content belong?
- Is it helping an individual identify that they have a problem?
- Is it focused on why they should consider certain solutions?
- Or is it helping them make a purchasing decision?

# Creating new sales content is important.

However, always start with identifying existing sales content that you can leverage to generate ROI.



**Chances are, you'll have some okay sales content that can be made into great content with a little bit of an information update or change of format.**



# SALES EXERCISE




## **Content Audit Exercise**

List existing content you have for each stage.



**CONNECT STAGE**



**DISCOVERY STAGE**



**CLOSE STAGE**

## Lesson Notes:

## Lesson Questions:



You did it!

# Congratulations



Do you want to learn sales stuff?

## More playbooks



Do you require additional help?

- ✓ Individual Sales Training
- ✓ Organizational Sales Consulting

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