

# STRUCTURING YOUR SALES PLAYBOOK



Now that you have developed a better awareness of your [customers motivations](#), defined a [new sales process](#) and have an [understanding of the sales methodology](#) that best aligns with your organizational strategy it is time to pull it all together to develop a sales playbook.

## THE PURPOSE OF A PLAYBOOK

As a Sales Manager, your job is to guide the behaviors of your team to keep the focus on activities that will have the greatest impact on growth. The purpose of a playbook is to build a series of best practices that help them execute the actions that will lead to revenue generation.



Your playbook framework acts as a guideline for the strategy that will train your sales team, on-board new sales hires moving forward and help them learn how to engage prospective clients.

Additionally, it will identify the content they need to show at the appropriate stage of the sales process and track against established metrics that will ensure there is learned competency and efficiency. These measurements can also be used to coach your team in areas where individual improvement might be required as part of a continual process to develop your team's skills.

## DEFINING YOUR SALES PLAYBOOK

In helping to develop the specific plays for your sales team, let's first leverage the subcomponents of a sales playbook as defined by HubSpot to act as a starting point.

### *What do they need to know:*

This begins with developing an understanding of your buyer personas, a unique value proposition, and your sales methodology which has been established as part of your overall sales and marketing strategy.

### *What do they do:*

The stages outlined by your sales process act as a guideline for the steps they need to walk a prospect through. This should also educate them on the tactics within each stage that must be followed in order to drive engagement and establish the exit criteria required to move forward within your pipeline.

### *What do they say:*

Training on your core messaging will help your sales team learn to communicate with their audience. By teaching the questions they need to ask, the conversations they should be having and the answers they should be providing to common objections you will put them in the best position to succeed in developing target customers.

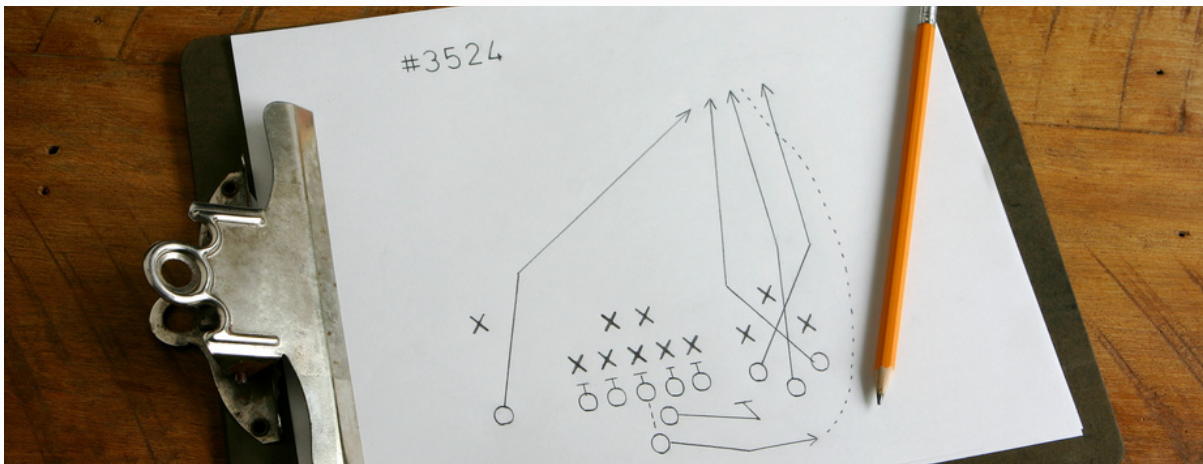
### *What do they show:*

A playbook should contain content generated as part of your marketing plan and should be used throughout each stage. We expand upon this by saying it should also include when to show specific content as well based on where your buyer is in their process, whether it be informational during early stage prospecting, assessing readiness for a demo or technical content used to base a decisions on for example.



## CREATING YOUR SALES PLAYBOOK

Systematizing your sales playbook will automate the on-boarding process, build in a measurable training cadence and provide an archived resource that your team can use to continually refresh their skills. When creating a framework or evaluating a possible solution to help develop around it is important to keep in mind to break up sales plays into manageable segments to promote knowledge adoption and skill mastery. Also, by providing an as-needed approach to training you can effectively measure knowledge acquisition of early stage activities before moving on to the next stages of your process.



**Looking to develop a Sales Playbook  
for your team, but lack the time, skill  
set or required resources?**



Kallan Sales Development works with manufacturing organizations to develop sales process, enablement and management solutions that drive accelerated sales team on-boarding and revenue growth.

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