



Is Your Sales Asset Field-Ready?

A 5-minute audit for marketing and sales leaders in public safety technology

Purpose

This worksheet helps you evaluate whether your sales enablement materials (sales sheets, decks, one-pagers, or email templates) actually *enable* sales in the field. Because the best assets aren't the prettiest. They're the ones your buyers actually use.

Section 1: Scoring Overview

Rate each statement from **1 to 5** (1 = *Strongly Disagree* | 5 = *Strongly Agree*)

#	Category	Evaluation Statement	Score (1–5)
1	Relevance	The asset speaks directly to my buyer's operational priorities (safety, compliance, efficiency, trust).	
2	Clarity	The language is simple, professional, and free of internal jargon. A rep could explain it in 30 seconds.	
3	Trust	The asset includes credible proof points—data, case outcomes, or compliance language—that reinforce confidence.	
4	Utility	Sales reps can use it mid-meeting or share it directly with a command-level buyer without modification.	
5	Actionability	The next step is clear. It prompts a meeting, demo, or decision rather than vague interest.	

Add up your total score out of 25.

Section 2: Results

Score Range	Rating	Interpretation
22 – 25	Field-Ready	Your materials are doing their job—clear, credible, and aligned with buyer priorities. Keep optimizing with usage data.
17 – 21	Strong Core – Needs Refinement	You’re close. Strengthen clarity and relevance with field-level examples and proof points.
Below 17	Back to the Whiteboard	Your content may look polished but lacks real-world traction. Start with buyer pain points before rewriting.

Section 3: Quick Fix Prompts

If you scored low on Relevance:

Interview your top three reps. Ask what objections they face most often and which slides or lines actually resonate. Bake those insights into the copy.

If you scored low on Clarity:

Replace adjectives with actions. “Innovative” becomes “reduces report-writing time by 40 %.”

If you scored low on Trust:

Add compliance or field metrics—CJIS, HIPAA, grant funding references, uptime stats, or quotes from command staff.

If you scored low on Utility:

Test usability. Can a rep share it from a tablet mid-meeting? If not, simplify or reformat.

If you scored low on Actionability:

End every piece with a directive verb: *Schedule* | *Download* | *Demo* | *Call*. Don’t leave buyers guessing.



Public Safety Messaging Toolbox

Section 4: Next Steps

If your materials didn't ace this test, you don't need a redesign—you need alignment.

Let's turn your sales assets into tools your team actually uses and your buyers actually trust.

I help public safety vendors translate complex solutions into clear, credible copy that drives decisions.

Reach out via heidi@wordsleuthcopywriting.com to schedule a quick, no-obligation sales asset review.
