



SALES TOOLKIT

COMPONENTS

Elevator Pitch: An elevator pitch is a concise, impactful script that allows sellers to articulate who they are, the pain points or success factors they address, what your company does, and why that is uniquely valuable. It should quickly capture your company's competency and its understanding of the client's goals, while emphasizing the benefits you provide.

Trifold Brochure: I love trifolds! They are a versatile and compact tool that distills your value proposition into an easy-to-digest format. Trifolds serve as a road map to tell your story logically. Their compact size forces you to distill your messaging into the most impactful points while presenting a cohesive story—forcing you to be extremely clear and boiling down content to the essentials. They can also be shared electronically and double as a script for sales conversations.

Presentation decks and proposals: A well-structured client presentation ensures that your sales team can effectively translate your UVPs into compelling client conversations. Presentations and proposals are key touchpoints in the sales process. Predesigned templates ensure these materials are pro-professional, consistent with your branding, and have concise messaging.

Website and digital presence: Your website is critical in your selling success. With prospects having made 80 percent of their buying decision prior to engaging with a company through their buying research, your website carries a heavy load and needs to be a differentiator in showing your capabilities and competence. If your digital presence doesn't reinforce your UVPs, you risk losing credibility.