

Sales Enablement Playbook: New Offering

1. Offering Overview

Offering Name: [Product/Service Name]

Description: Provide a brief summary of the new offering, its primary function, and unique value.

2. Target Customers

- Ideal customer profile
- Key industries & segments
- Relevant job roles & personas
- Key pain points addressed

3. Value Proposition & Key Messaging

- 1-2 sentence elevator pitch
- 3-5 key benefits
- Supporting statistics or proof points

4. Competitive Positioning

Competitor	Strengths	Our Advantage
[Competitor 1]		
[Competitor 2]		

5. Sales Process & Next Steps

1. Qualifying questions
2. Discovery call topics
3. Demo/tour outline
4. Recommended collateral to share
5. Follow-up strategy

6. Objection Handling

Objection	Suggested Response
[Price is too high]	
[Doesn't meet requirements]	

7. Resources & Contacts

- One-pagers
- Presentation decks
- Demos & tutorials

- Sales engineer contact: _____
- Product manager contact: _____