



At a Glance Sales Guide

An At-a-Glance Sales Guide is a fundamental sales asset designed to help your sellers differentiate your product offering and achieve better results. This concise sales asset highlights key elements such as product summary, proof points, feature matrix, top use cases, reasons you win, market landscape and questions and objection handling in a well laid out, high level format. When it comes to sales content, this is one of the most effective sales assets. In this article, we will outline the instructions for creating an At a Glance Sales Guide.

To get started, [which competitors you wish to include](#) . We suggest including your direct competitors, indirect competitors (those who sell to your same client base) as well as emerging competitors who will soon be entering the market.

Solutions Summary and Proof Points

The first section of the At-a-Glance Sales Guide displays a high level summary of your product components and capabilities. Be sure to clearly define proof points (unique selling points) that distinguish your product from the competition. A proof point generally articulates a specific benefit-one that the competition does not offer. Sample proof points may include a free trial, lowest cost, free shipping, highest quality.

Competitive Overview/Feature Matrix

Once you have entered your solutions summary and proof points, define the key features you wish to analyze (features will vary depending on your product and industry). Enter which features are available in your product and your competitions' product offering. This will provide you with an at a glance view of how your feature set stacks up to the competition.

Top 4 Use Cases

In the next step, highlight your top 4 use cases. Use cases tell the story of the interaction between a customer and a product or service as well as the outcome. Be sure to list the use case, benefit and what was learned.

Top 4 Reasons Why Customer Chooses ACME

In this section, think like a customer. Why would a customer choose you over the competition? Come up with a list of your top 4 strong points. The purpose is to educate your sellers on your key strengths and the reasons why a customer chooses you. Be sure to include a value statement for each point.

Solutions Summary and Proof Points		Competitive overview																																																				
ACME Platform Content Management & eLearning In A Single Platform Industry's only cloud-based solution that combines next-gen content management and eLearning functionality into a single solution. <ul style="list-style-type: none">Gain enterprise-wide visibility in an instant, with cloud-delivered viewsEnsure your entire organization has the desired level of expertiseAuto-provision and assign coursework with one-click		<table><thead><tr><th>FEATURES</th><th>Competitor</th><th>Competitor</th><th>Competitor</th><th>Competitor</th><th>ACME</th></tr></thead><tbody><tr><td>FEAUTRE 1</td><td>No</td><td>No</td><td>Yes</td><td>Yes</td><td>Yes</td></tr><tr><td>FEATURE 2</td><td>No</td><td>No</td><td>Yes</td><td>Partial</td><td>Yes</td></tr><tr><td>FEATURE 3</td><td>No</td><td>No</td><td>Partial</td><td>Partial</td><td>Yes</td></tr><tr><td>FEATURE 4</td><td>Yes</td><td>Yes</td><td>Partial</td><td>No</td><td>Yes</td></tr><tr><td>FEATURE 5</td><td>Yes</td><td>Yes</td><td>No</td><td>Yes</td><td>Yes</td></tr><tr><td>FEATURE 6</td><td>No</td><td>No</td><td>No</td><td>No</td><td>Yes</td></tr><tr><td>FEATURE 7</td><td>No</td><td>No</td><td>Yes</td><td>No</td><td>Yes</td></tr></tbody></table>					FEATURES	Competitor	Competitor	Competitor	Competitor	ACME	FEAUTRE 1	No	No	Yes	Yes	Yes	FEATURE 2	No	No	Yes	Partial	Yes	FEATURE 3	No	No	Partial	Partial	Yes	FEATURE 4	Yes	Yes	Partial	No	Yes	FEATURE 5	Yes	Yes	No	Yes	Yes	FEATURE 6	No	No	No	No	Yes	FEATURE 7	No	No	Yes	No	Yes
FEATURES	Competitor	Competitor	Competitor	Competitor	ACME																																																	
FEAUTRE 1	No	No	Yes	Yes	Yes																																																	
FEATURE 2	No	No	Yes	Partial	Yes																																																	
FEATURE 3	No	No	Partial	Partial	Yes																																																	
FEATURE 4	Yes	Yes	Partial	No	Yes																																																	
FEATURE 5	Yes	Yes	No	Yes	Yes																																																	
FEATURE 6	No	No	No	No	Yes																																																	
FEATURE 7	No	No	Yes	No	Yes																																																	
Top 4 Use Cases		Top 4 Reasons Customer Choose ACME																																																				
Use case 1 <ul style="list-style-type: none">List use case and benefitList use case and benefitList use case and benefit	Use case 2 <ul style="list-style-type: none">List use case and benefitList use case and benefitList use case and benefit	<table><tbody><tr><td>Better Visibility</td><td><ul style="list-style-type: none">List value statementList value statement 2</td></tr><tr><td>Efficiency Gained</td><td><ul style="list-style-type: none">List value statementList value statement 2</td></tr><tr><td>Productivity</td><td><ul style="list-style-type: none">List value statementList value statement 2</td></tr><tr><td>Ease of Deployment</td><td><ul style="list-style-type: none">List value statementList value statement 2</td></tr></tbody></table>				Better Visibility	<ul style="list-style-type: none">List value statementList value statement 2	Efficiency Gained	<ul style="list-style-type: none">List value statementList value statement 2	Productivity	<ul style="list-style-type: none">List value statementList value statement 2	Ease of Deployment	<ul style="list-style-type: none">List value statementList value statement 2																																									
Better Visibility	<ul style="list-style-type: none">List value statementList value statement 2																																																					
Efficiency Gained	<ul style="list-style-type: none">List value statementList value statement 2																																																					
Productivity	<ul style="list-style-type: none">List value statementList value statement 2																																																					
Ease of Deployment	<ul style="list-style-type: none">List value statementList value statement 2																																																					
Use case 3 <ul style="list-style-type: none">List use case and benefitList use case and benefitList use case and benefit	Use case 4 <ul style="list-style-type: none">List use case and benefitList use case and benefitList use case and benefit																																																					

Market Landscape & Challenges




Here you will summarize the overall market landscape including the number of competitors in your market, the level of intensity of the competition, and the market growth rate. Be sure to include your perceived market penetration, including your number of customers, ratings and reviews, placement in analyst briefings, frequency encountered in sales cycle, and marketing reach.

Product Offering

In this part, provide a brief description of your product offering, how it is positioned in the market and most importantly, why it is worth purchasing. Give your sellers important information about your specific features and benefits all while focusing on the value provided.

Qualifying Questions & Objections

Finally, talk with your sales department and review the results of your win/loss analysis to come up with a list of common qualifying questions. From here, create scenarios to each of the questions and come up with counters.

Market Landscape and Challenges		ACME Solution	
<p>ACME Platform</p> <p>Reality of current market visibility</p> <ul style="list-style-type: none">LMS market is ever-changing; new applications – making it hard to gain visibilityMultiple methods to address workforce enablement. <p>Content Management & LMS systems today falls short</p> <p>Separate tools do not address the full spectrum of issues in today's workforce enablement challenges.</p> <ul style="list-style-type: none">Workforce onboarding retention rates as low as 25%67% of content goes unused by workforce		<p>ACME delivers the first and only solution to combine content management and learning management in an easy to use platform.</p> <div><p>PRODUCT 1</p></div> <div><p>PRODUCT 2</p></div> <div><p>PRODUCT 3</p></div>	
<p>Qualifying Questions</p> <p>Scenario: After deploying ACME, one of our customers found 15 different tools they were totally unaware off...</p> <p>Question: How many different applications does your organization have the team should be using?</p> <p>Scenario: Using ACME a customer was able to shorten onboarding from 3 months to 1 month</p> <p>Question: What do your onboarding timeframes look like by team?</p>	<p>Qualifying Questions</p> <p>Scenario: A customer noticed their team was generating a lot of case studies that were not being used.</p> <p>Question: How do you ensure your sales team has the most recent materials and knows when to use them?</p> <p>Scenario: Non-technical HR staff used reports from ACME to identify areas for continuing education.</p> <p>Question: How does your staff monitors staff knowledge?</p>		
<p>Objection Handling</p> <p>Scenario: We already have strong process with Google Drive & manual training.</p> <p>Response: ACME customers see a 30% reduction in onboarding time & 20% improvement in sales velocity. Would you like to see a case study?</p> <p>Scenario: I already have LMS and do not need another agent.</p> <p>Response: Our LMS functionality is preferred 9 to 1 in a blind comparison study performed by Analyst</p>	<p>Objection Handling</p> <p>Scenario: We are already evaluating several other vendors.</p> <p>Response: ACME has the only platform that delivers a unified CMS & LMS system with a full money back guarantee.</p> <p>Scenario: We don't have budget right now</p> <p>Response: : If I were to show you how ACME has an average of 3x ROI would you be willing to introduce me to the budgetary decision maker?</p>		

Signup for a free trial
to see how Kompyte can re-invent
the way you compete.