



Ninja Sales Development Playbook

This Sales Development Playbook is your template for evaluating and creating a logical plan, which will lead to faster and more effective outreach.

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Lets start with the company information, your specialisms and how things are currently operating.

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4. The Product - In more detail, we define what your product / service is and how this benefits your customers.

5. The Ideal Customer Profile - This is the opportunity to tell us exactly the kind of client you want on board.

6. The Ideal Person - Who are we reaching out to? And what are the key objectives of these people? This allows us to align your product to the problems they face.

7. Objections & FAQ's - We want to know how your prospects think. We can create some scripts to address common questions and field objections before they arise.

Overview

We want to know about your business in a little detail to gain a better understanding of your current operations and motives.

Name

First Name Last Name

Company Name

Position

What industry do you work in?

Do you specialise in a particular vertical?

In short, explain what your business does

How does your business operate?

What is your total headcount?

How many sales employees do you have?

Explain your current sales team structure / sales process

COMPETITOR ANALYSIS

Let's define what makes you different, beginning with your business, we will evaluate 2 competitors to establish unique selling points.

Your Business Name

Description

Rate your business fairly against your top competitors

1 2 3 4 5

Worst

Best

Market Segments

Entry Price

Competitor 1

Description

Rate your competitor

1 2 3 4 5

Worst

Best

Market Segments

Entry Price

Competitor 2

Description

Rate your competitor

1 2 3 4 5

Worst

Best

Market Segments

Entry Price

Market Segments

We can explore the segments you mentioned above in respect to opportunity. Based on your current business and clients, can you tell us what % of each is shared?

Industry segment you work with most

% of your business

Second highest industry served

% of your business

Third highest industry served

% of your business

Which market segment would you like to target with our services, and why?

THE PRODUCT

What is the name of your Product / Service?

What are the top features of your Product / Service?

What are the benefits of using your Product / Service?

What problems are solved using your Product / Service?

Who are the people using your Product / Service? (Decision Makers)

IDEAL CUSTOMER PROFILE

"An ideal customer profile is a hypothetical description of the type of company that would realize the most value from your product or solution. These companies tend to have the quickest, most successful sales cycle, the greatest customer retention rates and the highest number of evangelists for your brand."
Newbreed Revenue

What Industry do they work in?

Do they specialise in a particular vertical?

What locations do they operate in?

What is their annual revenue?

What is their total headcount?

What stage is the business? (Start-up, SME, Enterprise, Funding stage)

What is the ownership structure?

IDEAL PERSON

We want to define who will be prospecting to, identify their objectives as a leader, and think about the challenges they face to optimise our messaging.

Please list the job titles of your ideal person

Where are these people? (LinkedIn, Email, Insta)

What do you think are their performance objectives as a leader?

What are the gaps in their performance that your Product / Service fills?

How does your Product / Service bridge those gaps?

OBJECTION HANDLING

We want to know what objections you face when speaking to prospects about your product or service. Our agents can field as much as possible whilst qualifying to ensure the quality of the leads.

Objection 1

How do you overcome this?

Objection 2

How do you overcome this?

Objection 3

How do you overcome this?

FAQ's

As before, please list and answer your most frequently asked questions and answers.

Question1

Answer

Question 2

Answer

Question 3

Answer

Thanks for taking the time to complete the Sales Playbook. This will form part of our discussions when we define the campaign goals, strategy and opportunities.

We are really looking forward to working with you!

Ninja Team