

Service Offering Overview

Sales Playbooks

Go-to-Market Acceleration

Launch. It means "to set into motion." In your company, it likely means product teams working tirelessly to develop and release a new solution to a customer need.

Of course, the product is only part of the puzzle. For a product to become a revenue growth engine, marketing needs to position it, sales to sell it, customer success to help activate and drive adoption, and service to support it well.

You have a diverse sales force and multiple functional areas that support your sales team. All of these talented resources and the knowledge they carry need to come together to arm Sales with the information necessary to set your product in motion and satisfy the needs of your customers.

Enter the Sales Playbook.

WHAT WE DO

An effective Sales Playbook starts with appreciating the bigger picture, which means engaging with your various go-to-market leaders and teams to understand your product, salesforce, and customers, as well as your vision, goals, and *measurable* objectives for the launch.

We then leverage that knowledge to go deeper, working with operations and support teams to develop a toolkit for segmentation, pricing, risk parameters, configuration options, objections & responses, onboarding steps, and other valuable information as appropriate. All of this coalesces into a synthesized, well-structured playbook that arms your sales force for success.

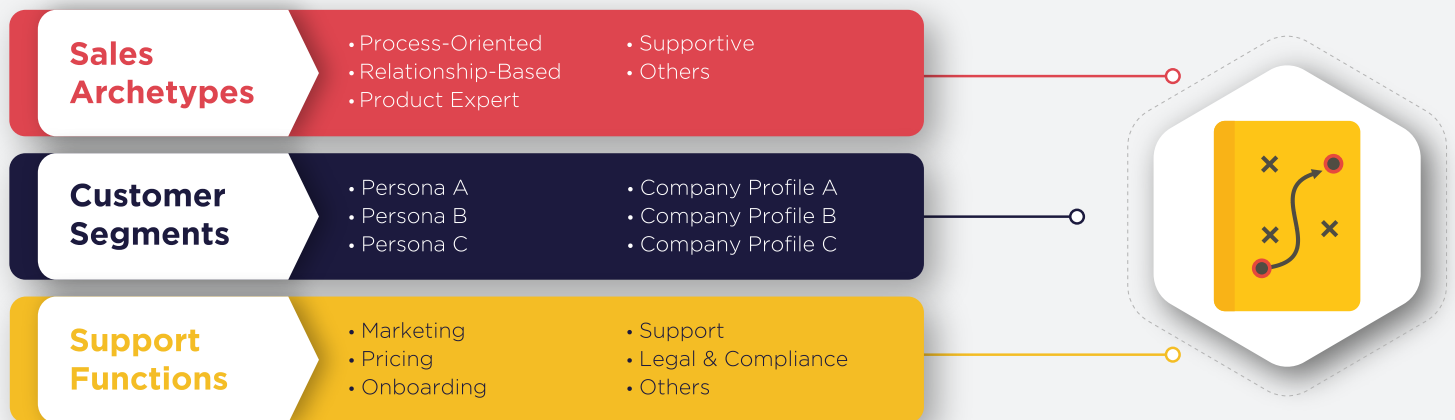
Finally, Further Advisory works with your teams to socialize and *activate* the playbook, establishing a feedback loop to help ensure the work is embraced, constantly improved upon, and ultimately successful in driving revenue growth.

TYPICAL PLAYBOOK CHAPTERS

- | | | | |
|-------------------------|---------------------|-------------------------|--------------------------|
| ▪ Vision & Goals | ▪ Product History | ▪ Pricing Approach | ▪ Sales Lifecycle |
| ▪ Industry Landscape | ▪ Target Audience | ▪ Configuration Options | ▪ Onboarding & Servicing |
| ▪ How the Product Works | ▪ Value Proposition | ▪ Case Studies | ▪ References |
| | ▪ Elevator Pitch | | |

OUR FRAMEWORK

Our model involves determining the fewest meaningful groups of salesperson archetypes, customer segments, and support functions that drive high-success sales interactions.



ABOUT FURTHER

We are a boutique management consultancy focused on converting strategic vision into business reality.

We always go the extra mile, equipping our clients with critical insights and plans for navigating challenges and accelerating change.



Jeff Catalina
Managing Partner

CONTACT US!

hello@furtheradvisory.com

