Sales Toolkit

A sales toolkit is designed to get new reps up to speed and make sure everyone on our sales team is on the same page. Think of it as a playbook. When a new sales rep comes on board, they can't just jump right in; they need to learn our way of selling, prior to jumping in and making calls.

Our sales toolkit has a similar function. It contains everything a new sales rep needs to know about our sales process, buyer personas, sales metrics, and talk tracks before they get on the phones.

Our toolkit will Include:

1. Introductions/voicemail scripts
2. Templates for e-mail correspondence
3. Qualifying questions
4. Interview questions
5. Common customer objections
6. Objection responses
7. Sample closes

This is a good starting point, but a thorough sales toolkit should include even more resources for sales reps to use.

Here are 10 additional things that our sales team should include in their toolkits:

Sales Team Structure and Responsibilities

This may seem obvious, but it's important to be transparent and explain the structure of our sales team and the responsibilities of each position. This will help new reps understand how the team functions as a whole .

Sales Process Details

There are two primary aspects of your sales process: standardized scripts and sales metrics. Our reps need to know how they communicate with prospects – not to regurgitate the same exact message repeated, but to strive for consistency. And making sales data available to everyone on our team will increase transparency and reveal actionable insights that might otherwise be missed.

CRM Guidelines and Workflow

New sales reps should learn our CRM workflow inside and out sooner than later, since they will be spending much of their day navigating it. It's essential for our reps to all use our CRM the same way and enter data consistently, otherwise our data will become muddied and you'll make life difficult for others.