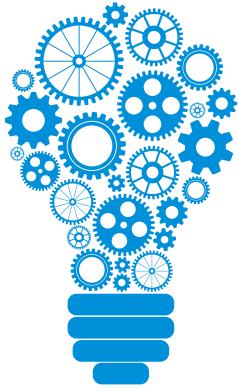


## Creating a Killer Sales Playbook



Like a game-day playbook to a quarterback, digital sales playbooks can provide the pivotal next move to a salesperson. They can shorten sales cycles, increase win rates, ramp up new salespeople, bolster deal sizes and optimize overall sales performance. In other words, they help salespeople win; providing them with the guidance and situational coaching they need to advance deals. And they can be developed for any recurring selling situation in which you want to drive repeatable behavior.

### So how can you create a sales playbook that wins?

These four steps to creating [a killer sales playbook](#) will help you think strategically about the game of sales:

#### Step 1: Assess

Preparation is key. Take time to assess your selling situation and make sure to:

- Focus on a strategic selling objective
- Identify selling situations where you want to drive repeatable behavior
- Conduct a discovery session with a number of the most successful sales people
- Seek to **understand how your sales team sells**

 [To learn more, access the "How to Create a Killer Sales Playbook" Guide](#)

#### Step 2: Build

As you build your playbook, identify gaps on what tools, resources and other information may be missing from your initial assessment and assign ownership to these materials so they get created or refreshed for your sales playbooks.

#### Step 3: Launch

Launching your sales playbooks requires some thoughtful planning. As you release them, ensure that your end users are properly educated, that change management issues are considered and that a roll-out plan has been created. While sales playbooks should be very intuitive, they are still a new tool and process that should be given due attention when launching.

#### Step 4: Evolve

Consider establishing your baseline metrics as you define your stages and activities. Identify key goals and metrics for what you want to understand about your sales playbook usage. Leverage current sales effectiveness or pipeline analytics you use today and then begin to expand them within the context of the playbooks you design.

By following these four steps, you'll get your first sales playbooks up and running in no time. And to make sure you're fully covered for your next big deal, be sure to check out our complete guide ["How to Create Killer Sales Playbooks"](#) today.

Qvidian offers a platform to *deliver on the stuff that works* – providing a means to continually measure what's working, what's not working and adapt as necessary. Qvidian solutions manifest as the "go to" resource center for guiding sales reps through a deal, guiding them through the best course of action, and delivering the right technology and content to move the opportunity forwards. And here's the neat bit, it's completely situational – guidance and available assets will adapt based on the deal dynamics.

Visit [www.qvidian.com](http://www.qvidian.com) for more information