

Sales Guide Content Plan for Major Vendor's IoT Platform

Deliverable Outline	Dedicated IoT Team	Service Provider Team	Industry Teams	
			Smart Cities	Automotive
Offering Overview	A	A	C	D
<ul style="list-style-type: none"> Elevator Pitch 	A	A	C	D
<ul style="list-style-type: none"> Key Features & Benefits 	A	A	C	D
<ul style="list-style-type: none"> Reasons to Believe (Proof points & ROI) 	A	A	C	D
<ul style="list-style-type: none"> Industry Solution - Relevant Cross-Sell 			C	D
Market Insights	A	A	C	D
Target Buyer Persona (s)	A	A	C	D
Customer Needs & Triggers to Buy	A	A	C	D
Use Cases - Winning Scenarios, Characteristics & Examples	A	A	C	D
Qualification Criteria	A	A	C	D
Competitive Landscape and Positioning	A	B	C	D
Objection Handling	A	B		
Progression Strategy by Sales Stage	A	B		
<ul style="list-style-type: none"> Prospecting 	A	B		
<ul style="list-style-type: none"> Qualification 	A	B		
<ul style="list-style-type: none"> Consideration 	A	B		
<ul style="list-style-type: none"> Proposal 	A	B		
<ul style="list-style-type: none"> Action 	A	B		
Pricing and Packaging	B	B	B	B
A: Comprehensive				
B: Abridged with links to comprehensive sections				
C: Summary tailored for smart cities sales force				
D: Summary tailored for automotive sales force				