

Sales Development Playbook

Company name:

IDEAL CUSTOMER PROFILE	KEY INDICATORS FOR SUCCESS	ENGAGEMENT	STORYLINE	CAMPAIGN
<p>Target market:</p>	<p>Reason to reach out:</p>	<p>Company intro:</p>	<p>What's the story:</p>	<p>Positive contact moments:</p> <p>1:</p> <p>2:</p> <p>3:</p> <p>4:</p> <p>5:</p> <p>6:</p> <p>7:</p> <p>8:</p> <p>9:</p> <p>10:</p>
<p>Target person:</p>	<p>What's in it for me?</p>			
<p>Target numbers:</p>	<p>What's in it for my company:</p>	<p>Content:</p>		
<p>Type of approach:</p>	<p>Why now:</p>			
	<p>Possible objections:</p>			