

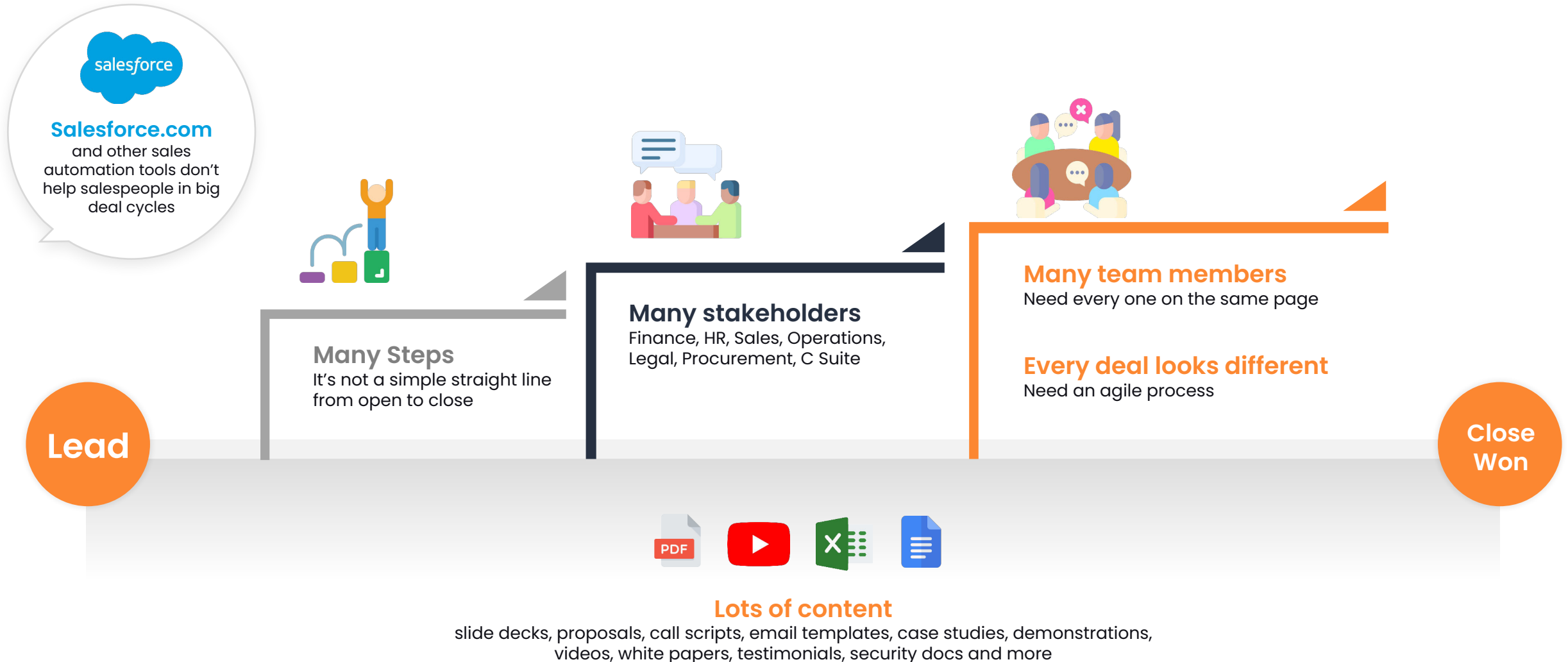


Create Playbooks for your sales team to close big deals

www.salesgrid.us



Closing big deals is a big challenge



A companion to Salesforce




Tactical
Roadmap


Key Actions


Power
Moves


Best content
options

Get started with SalesGRID and enjoy

Key Benefits



01

Easy access to Sales Content

Get all your sales & marketing assets in the one easy to access place. Collaborate with the team to expand the knowledge base. Use meta data and custom tags to make it easy for people to find the content they need when they need it.



02

Sales Process Alignment

Established AEs are prompted with the Playbook content and actions at every Step in the process. Everyone is on the same page in terms of the strategy, the key moves in the sales process and the key content.



03

Onboard new AEs

Imagine this. On Day ONE your new Account Executive has access to a clear and detailed Playbook on how to sell your products and services. The Playbook maps out all the steps in the process and includes all the key content. Better still, the onboarding process can be managed inside SalesGRID

Take a look at SalesGRID

An easy to use Sales Enablement Tool

SalesGRID has been built with ease of use at the forefront of all design decisions. Your sales team will quickly adopt the key features and rely on SalesGRID as the place to go for all the key content and sales tactics when they are working deals.

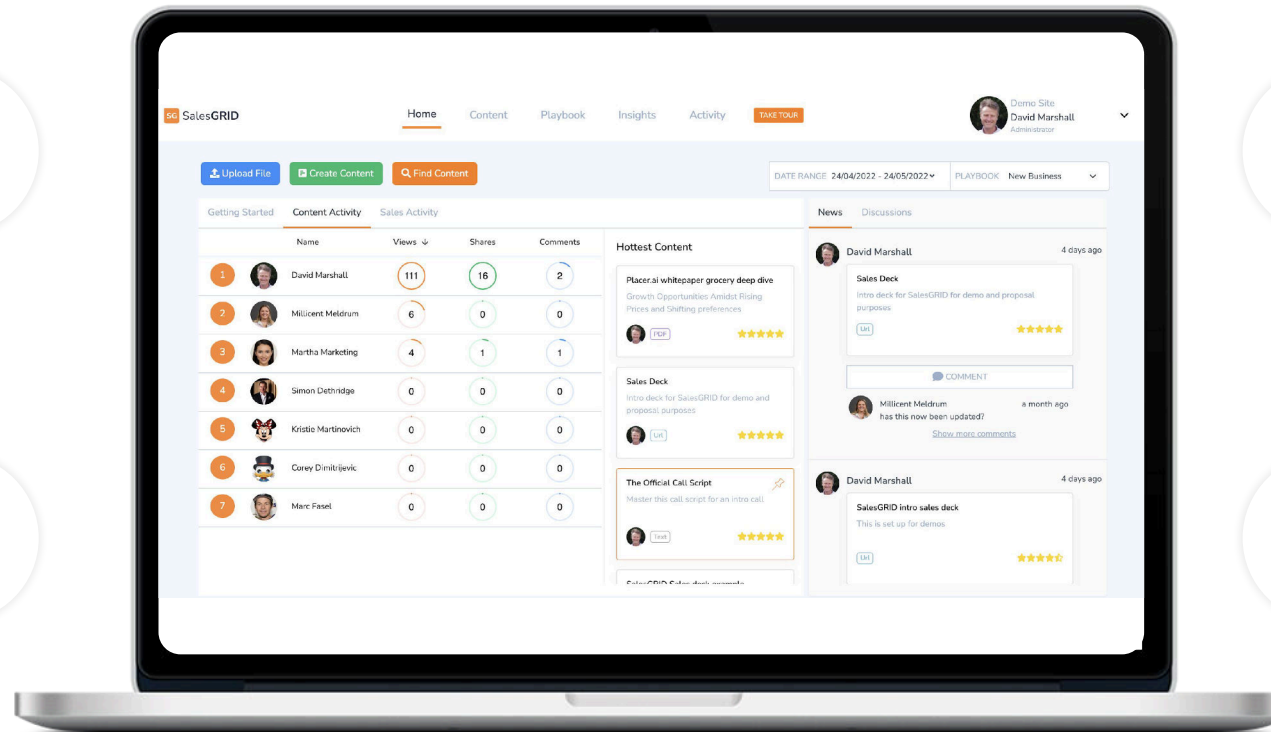
Modern technologies

SalesGRID is built on a modern tech stack and we are constantly growing the capability of the product based on customer feedback



User permissions

Administrators and sales users have defined permissions in regards to the Playbook and Content management



No clutter

Unlike other products in this space – SalesGRID presents a menu that simply aligns to the three key functions in the product



Salesforce integration

Search content using the SalesGRID component inside your opportunities in Salesforce. More components to come to provide a seamless experience inside Salesforce.



It's all in the one place when you need it

Content Management

SalesGRID starts with a 'built for sales' content management system

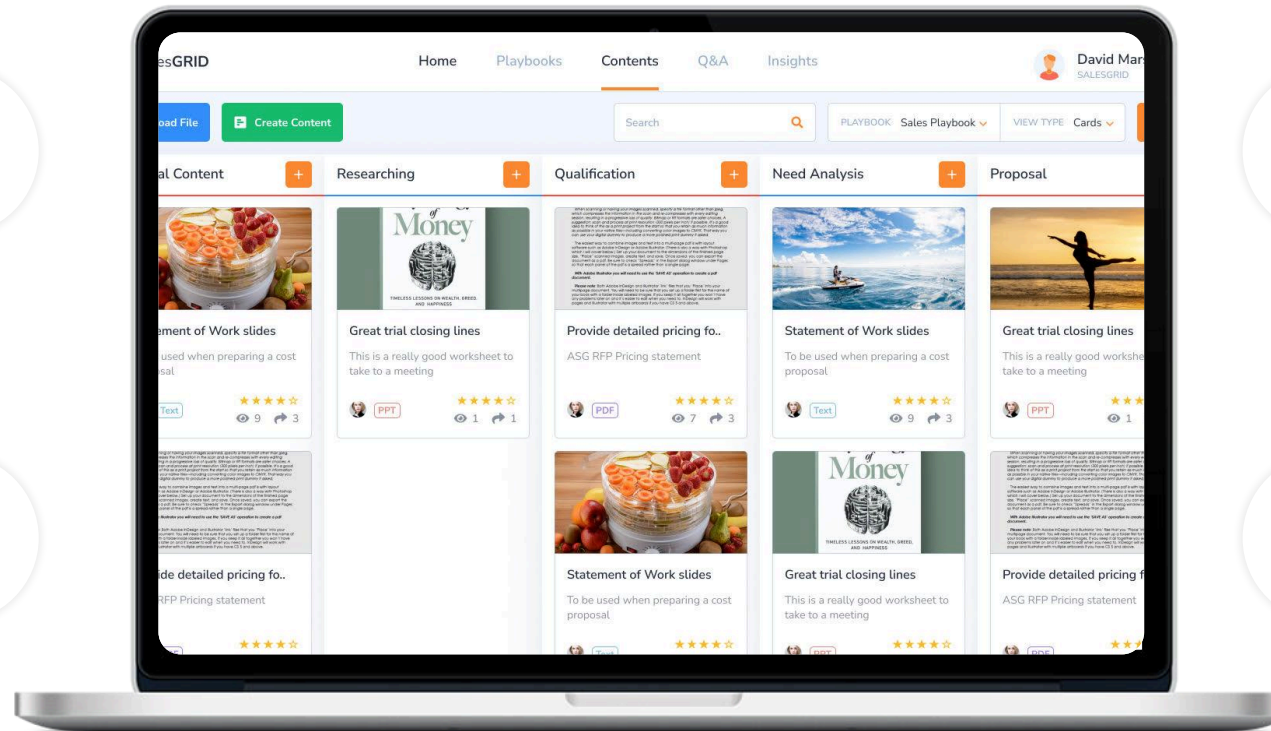
All content card in the one place

Upload, PDFs, Powerpoint slides, Word, Excel files. Link to any file on your Google Drive or anywhere on the internet. Embed video content. Create Text cards and Checklists.



Directory or Repository

You can use SalesGRID as a repository for your content (upload content) and/or you can use SalesGRID as a directory to link to existing files in your GoogleDrive.



Custom tags

Custom Tags provide a powerful way to enhance search capabilities as well as to categorise content.



Collaboration

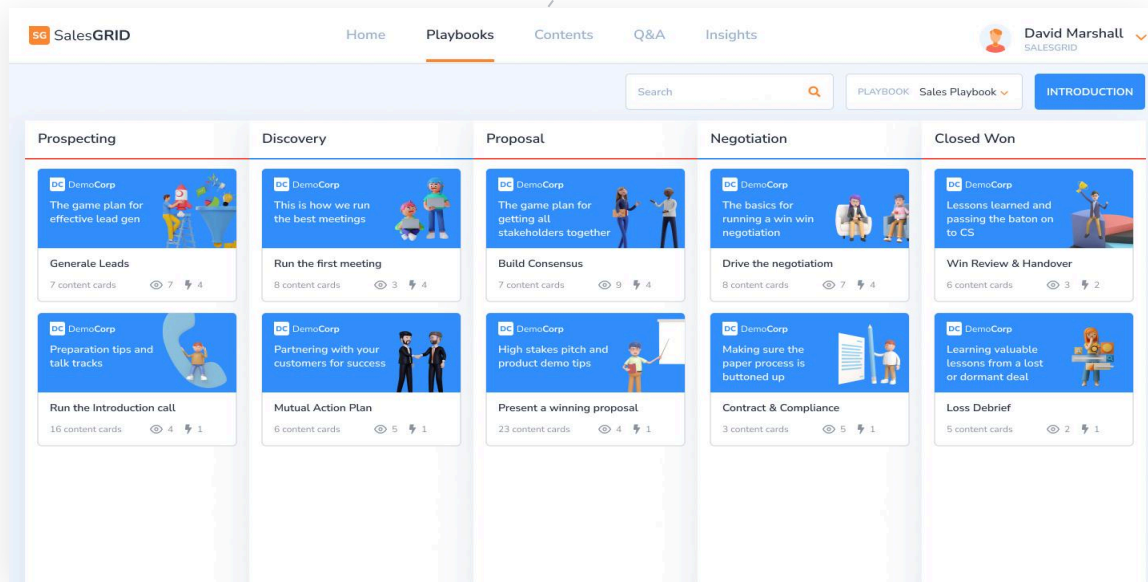
Everyone can comment on content cards and drive improvement and curation of content.



Build your Playbook

Fully Configurable

Administrator users can easily define their Playbook(s)



Multiple Playbooks

You can create playbooks for New business, account management – for any sales team has a unique sales process

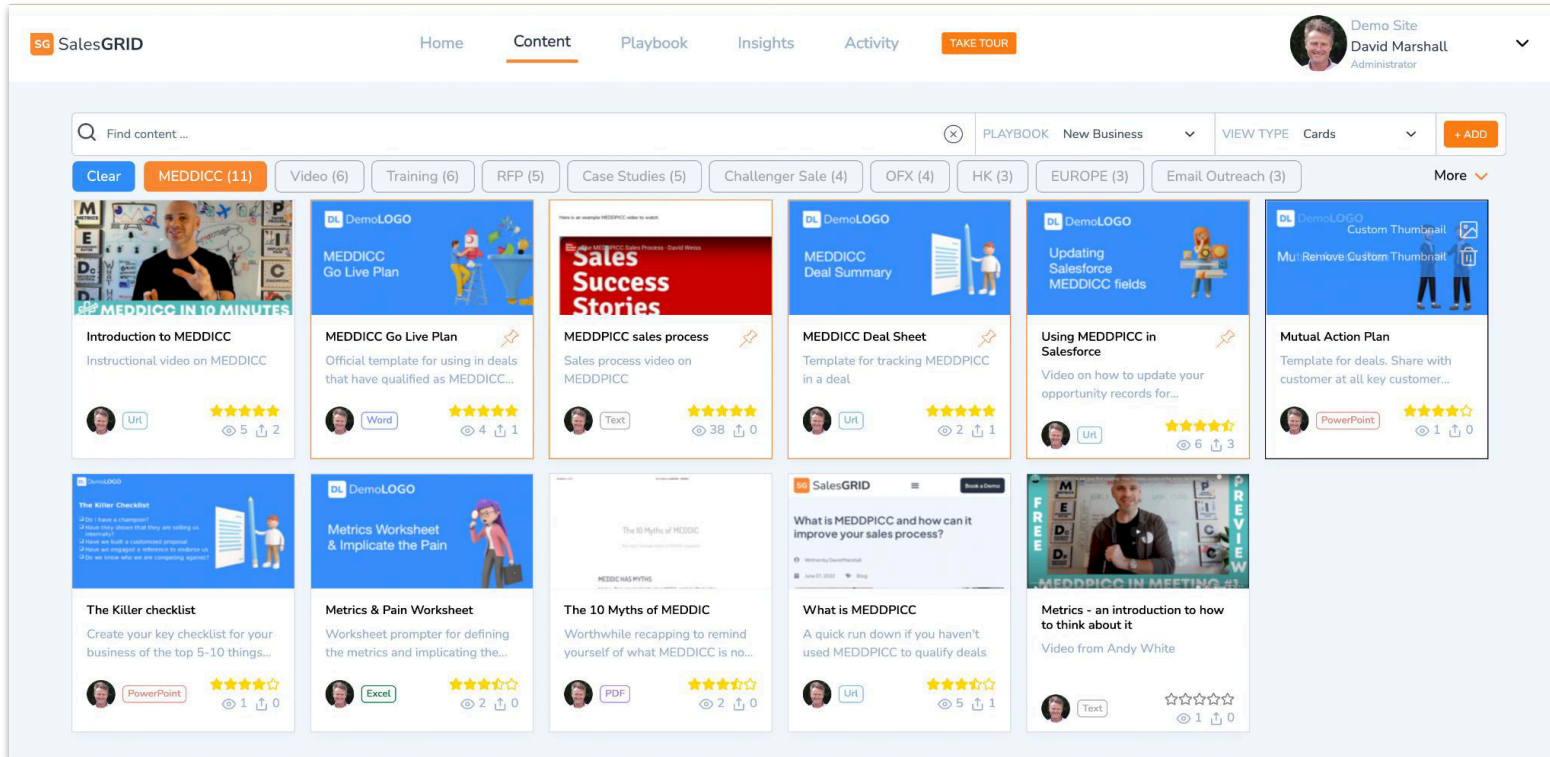


Kanban board visualisation

SalesGRID is like “Trello for sales”. Sales people can see instantly the key steps and ‘guardrails’ of a proven process.



Embed your **Sales Methodology** – eg **MEDDIC**



Fully Configurable

Administrator users can easily define all content categories, custom tags and permissions.



Multiple Playbooks

You can create playbooks for New business, account management – for any sales team has a unique sales process



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Embed your Sales Methodology

PROSPECTING - MEDDPIC Qualification Methodology Other [dropdown]

DESCRIPTION
Introducing the MEDDPIC qualification methodology

- Metrics**: Define the key metrics that are quantifiable measures of value that the solution can provide.
- Economic Buyer**: Identify the people(s) who get to say 'yes' to spending money.
- Decision Criteria**: Feature functionality your buyer is looking for. What items will you be measured on, and what will you need to achieve to earn their business?
- Decision Process**: What to do when the customer asks for a proposal before you have met the criteria.
- Paper Process**: This is different to the decision process. There's a subsequent list of activities that need to happen to contract successfully.
- Identify Pain**: What are the key drivers that will force an action by your prospective customer?
- Champions**: Who are the people (inside the prospect's organisation - but potentially 3rd parties) who are in your corner for your solution?
- Competition**: Who are the players vying for the business and how do they stack up in terms of the solution needed. What landmines can you lay?

KEY ACTIONS
Use Key Actions to specify the mandatory things to do on MEDDPIC

- Enter the MEDDPIC details into the Opportunity fields in Salesforce
- Prepare meeting questions to fill in the gaps
- Update the MEDDPIC deal sheet after each meeting or connection with the customer
- Incorporate MEDDPIC into your deal planning

CONTENT

- MEDDPIC Go Live Plan**: Official template for using in deals that have qualified as MEDDPIC ready
- MEDDPIC sales process**: Sales process video on MEDDPIC
- MEDDPIC Deal Sheet**: Template for tracking MEDDPIC in a deal

POWER MOVES
Price Conditioning - The Casual Drop
When you have the opportunity to drop a number into the conversation subtly, make sure the number is set to raise their expectations of the cost. You could do this with a question, for example, you could be asking about the decision process and say something like: Do you have any varying authorisation levels based on different cost amounts. For example, if your...



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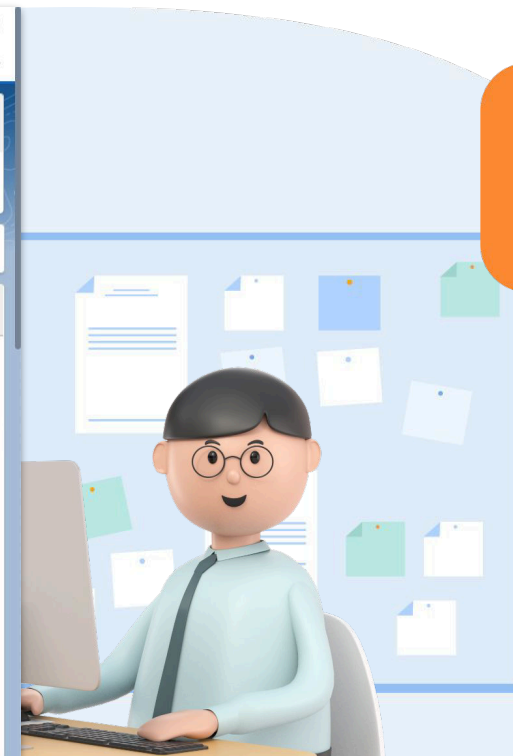


Kanban board visualisation

SalesGRID is like "Trello for sales". Sales people can see instantly the key steps and 'guardrails' of a proven process.

Embed inside your **Salesforce** instance


The screenshot shows a Salesforce CRM interface. At the top, there's a navigation bar with various tabs like Home, Opportunities, SalesGRID, Leads, Tasks, Files, Accounts, Contacts, Campaigns, Dashboards, Reports, Chatter, Groups, Calendar, People, Cases, Forecasts. Below this is a search bar and utility icons. The main content area shows an opportunity record for 'David Marshall' with a close date of 6/4/2020 and an amount of \$140,000.00. A progress bar indicates the current stage is 'Value Proposition'. The left sidebar contains 'Details' and 'Chatter' sections. The SalesGRID widget is embedded on the right side of the record, displaying a 'Playbook' for 'New Business' with a search filter 'medd'. It lists two items: 'Metrics & Pain Worksheet' (with an Excel icon and 5 stars) and 'Introduction to MEDDICC' (with a URL icon and 5 stars).




**Tactical
Roadmap**


Key Actions


**Power
Moves**


**Best content
options**



Help your sales team build a winning playbook to close big deals

SalesGRID is here to help you build out an amazing playbook that will have your peers singing your praises.



SalesGRID onboarding program

We will assign a Sales Enablement consultant to work with you to get your account set up for success. First, we map out the available content and identify any gaps. Second, we agree a plan for how content should be tagged and categorized. Third, we review the sales process and set up the Playbook. We run two demo sessions with a selection of your sales team and then you review and sign off for go live.

28
Days

Ready to go live with your sales team

Meet the Founders

SalesGRID was established in 2021 by an experienced team who have spent two decades working in B2B Sales and the technology to support this segment.

www.salesgrid.us



David Marshall
Director

Sales operations, Account Executive and Sales management experience across 25 years in Telecomms, Business Services and SaaS

Founder of Performio 2009–2020, a leading sales software commission product for enterprise sales teams

 0412 319 939

 david@salesgrid.us



Marc Fasel
CTO

Experienced IT executive with 20 years software engineering and DevOps expertise in building enterprise scale software products

CTO of Perormio 2013–2020

 0413 255 117

 marc@salesgrid.us



Thank You

Have questions? We'd love to answer them and show you our fresh approach to sales enablement. Demos available - contact us to set up an appointment.



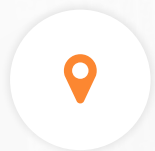
Address

SalesGRID
10-20 Gwynne St, Cremorne
Victoria, Australia, 3121



Phone

Direct Line: +61 412 319 939
info@salesgrid.us



Social Media

[LinkedIn.com/company/salesgrid-us](https://www.linkedin.com/company/salesgrid-us)
[Youtube.com/channel/UCPyEU_zJX52Pa8XMo94NHsQ](https://www.youtube.com/channel/UCPyEU_zJX52Pa8XMo94NHsQ)

