

# HOW TO CREATE A WINNING SALES MANUAL

Your sales manual is crucial to achieving success. It gives your reps everything they need to sell, puts them on the same page and motivates them to seal the deal. But what makes a winning sales manual? Find out here.



## PRODUCT DETAILS

To do their job well, your sales reps need detailed knowledge of what they are selling. Include everything from product features and benefits to prices, manufacturing specs and return policies.



## TARGET CUSTOMERS

Provide information on demographics (age, gender), psychographics (lifestyle, personality), pain points and current clients, so your reps understand their leads better.



## SELLING PROCESS

From prospecting and presentation to closing and follow-up, make sure you cover every step of the way in your manual.

### TIP:

Adding useful tips or specific insights, where possible, based on past experience can help put information into context for your sales reps.



## COMPANY MISSION

The more your reps believe in your business, the better they can sell. To increase the passion behind the pitch, include an engaging overview of your company, mission and values.



## SALES SCRIPTS

Sales scripts can sound robotic when followed to a T, but they are useful as a guideline. Include a selection of script inserts, plus responses for common customer objections.



## VISUAL ELEMENTS

Design features such as graphics, graphs, diagrams and images can make your sales manual more engaging and help you communicate facts and concepts more clearly.



## PAPERWORK

Order forms and company paperwork are essential for closing the deal, so make sure you include several copies. It can also be a good idea to include a prefilled form as an example.



## WHITE SPACE

Giving your text and images plenty of white space around them can improve readability and enhance visual appeal. Leaving blank pages for reps to write notes can also come in handy.



## BINDER OR FOLDER

An eye-catching **ring binder or folder** with tabbed dividers is a great way to present your manual. It can also lie flat for easier referencing and include pockets for paperwork and pens.

### TIPS:

**Keep it fresh** - keep your sales manual up to date to reflect changes in the market, your strategy, or products and services.

**Create an e-manual** - create a digital version of your printed manual that your sales reps can access online.

Need more help creating your sales training manual? Contact your **local Snap Centre** today.

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