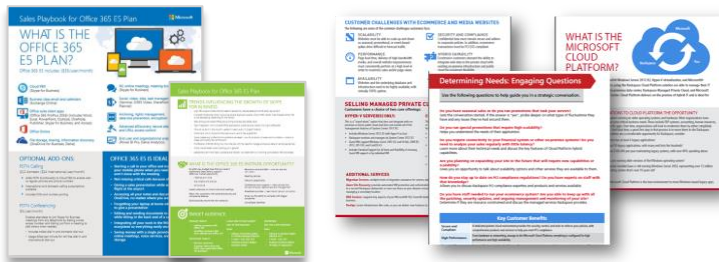




# SALES AND MARKETING ENABLEMENT

## Sales Training Playbooks

Sales playbooks are internal training materials on your particular solution or offer. They arm your sales team with the information they need to effectively handle different selling situations and how to clearly communicate the unique value of your solution during the buying process. Extra Mile Marketing customizes sales playbooks with product or solution-specific conversation starters, key features, advantages and benefits for your target audience, customer-use scenarios, in-depth marketing persona assessments, prospect pain points, and how to overcome objections.



To discuss options for sales playbooks to help your team achieve their sales goals, send us a quick [email](#) or call us at (425) 746-1572, and we'll set-up a meeting.

