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Create Your Industry Playbook

FOLLOW OUR 6 STEP GUIDE



Industry Playbook

TO GUIDE YOUR SALES EFFORTS

Create your own
In just 6 steps

Wouldn't it be amazing to have a cheat sheet that tells you exactly what your customer is thinking?

While it's not possible to read their mind, an industry playbook specific to that customer's industry can come close by clueing you in to their biggest concerns, competitors, and goals. It provides critical information you can use to develop marketing collateral and for working with individual customers.

Creating a scalable industry playbook that you can apply to individual accounts helps tie what you're selling to the customer's problems. In this way, it empowers you to tell the story of your product or service in a way that resonates with the buyer and increases your chance of successfully closing a deal.

An industry playbook builds organizational alignment on your solutions' business outcomes, and helps scale sales, but what does it actually look like? To answer that question, we've created a six-step outline for gathering the necessary information to create a strong industry playbook:



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Step 1



Identify industry business and technology trends.

Which ones represent the biggest opportunities/threats to your customers?

How can your solutions help customers leverage these trends?

What are some things you can tell buyers they don't know about managing these trends?

Step 2



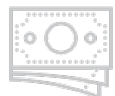
Define industry risk factors.

Which are the highest sources of risk in the near and long term?

How are the better companies managing these risks?

How do your solutions help?

Step 3



Analyze industry financial performance.

What are the two to three areas of financial performance your solutions help customers better manage? Why?

What are factors causing trends over time and differences in the average and better performers?

Which of these factors do your solutions help better manage?



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Step 4



Identify common industry goals and strategies.

What industry goals do your solutions help customers achieve?

For these goals, what strategies do your solutions help customers implement?

What can you tell buyers something they may not know about the goals and strategies your solutions can help?

Step 5



Determine buyers who are supporting goals & strategies.

Who are the key buyers supporting the goals and strategies that would find you solutions of value?

Are there potentially any new buyers?

What is your plan for reaching out to new buyers?

Step 6



Define buyers' initiatives and operational KPIs.

What are the initiatives and Operational KPIs supported by your solutions?

How do your solutions help implement these initiatives?

By how much do your solutions improve the Operational KPIs and what is the financial benefit?



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Make the Playbook a Team Effort

There are many questions listed above, but you don't need to answer them all alone. Identifying and analyzing an industry's key elements takes time and effort, and you'll make faster progress if you make it a team sport.

Do your own research, but reach out to sales colleagues, solution architects, industry experts, and product development too. Ask them how your solution addresses the industry's core elements and your customer's situation. They'll bring a wider perspective to the table, which you can in turn bring to the customer.

Ideally, these playbooks become living documents with regular contributions from within the company and the field and oversight from a knowledge management team. There is always something new to add to a playbook, especially considering that industries grow and change over time.



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Make Your Playbook a Long-Term Resource

Creating a comprehensive playbook on your customer's industry takes time, but simply being aware of the fact that industries have unique goals, strategies, risks, and opportunities will make you more sensitive to this information when it's presented. You may be astonished by how much information is available once you've made the conscious decision to tune into the essentials and learn the language around them.

Over time, you'll add to your playbook and grow it into a valuable asset. You can turn it into a truly long-term resource by keeping it up to date with new information on shifting industry trends. You'll begin to see how all the pieces fit together. This will give you a perspective closer to that of the executive buyer, which is exactly what you want: to be able to see their business and their challenges from their point of view.

Best of all, once you have a solid playbook, you won't have to reinvent the wheel every time you get in front of a new customer from that same industry. You can grab your playbook and use it to craft the perfect pitch for that unique customer.



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