

# Punkfrog Sales QREFT™

A concise quick-reference of essential sales  
information.



# Introduction

- ▶ The Sales QREF is a one-page document to capture the essential sales information & arguments for a product (or service).
- ▶ Created 2003 and used ever since.
- ▶ It is *not* a customer document!
- ▶ It is shorthand for the sales team, so “USP” and incomplete sentences may be used to save space.
- ▶ Create a separate Sales QREF for each product.
- ▶ Especially important for advance sales of new products/versions.
- ▶ It is easy to generate reams of information.  
It is *difficult* to boil a product down to the *necessary and sufficient information* to engage a customer.



# Sales QREF Template

<b>PRODUCT</b>	
<b>Solution</b> <ul style="list-style-type: none"><li>• xxx</li></ul>	<b>Qualification Criteria</b> <ul style="list-style-type: none"><li>• xxx</li></ul>
<b>Value Proposition (CVP)</b> <ul style="list-style-type: none"><li>• xxx</li></ul>	<b>Technical Considerations</b> <ul style="list-style-type: none"><li>• xxx</li></ul>
<b>Status TTM</b> <ul style="list-style-type: none"><li>• xxx</li></ul>	<b>Competitive Situation</b> <ul style="list-style-type: none"><li>• xxx</li></ul>
<b>References</b> <ul style="list-style-type: none"><li>• xxx</li></ul>	

Move borders or merge cells so that all information fits onto one page.



# Sales QREF

“Market Value Chains™”  
provide answers for  
these three sections.

## **Solution**

- ▶ What is it? What does it do?
- ▶ De we offer variants, or customize?

## **Value Proposition**

- ▶ What are the benefits?
- ▶ Why would a customer buy?
- ▶ Are there any USP? (highlight these)

## **Qualification Criteria**

- ▶ What is the Ideal Customer Profile? (segment/type)
- ▶ What qualities should they have?
- ▶ Who faces the challenge it addresses?
- ▶ When does a customer have a Compelling Reason to Act?

## **Technical Considerations**

- ▶ Which platforms are supported?
- ▶ Are there technical pre-conditions or constraints?
- ▶ Does it require customization/integration?

## **Status (TTM)**

- ▶ Is solution ready? What version?
- ▶ How long to deliver/deploy?
- ▶ Are key features in the roadmap?
- ▶ Is pricing model ready?

## **Competitive Situation**

- ▶ Who are main competitors?
- ▶ How do we differentiate from them (price, quality, reliability ... )?

## **References**

- ▶ Who already bought product, and is a good case study?
- ▶ Are they a public reference?



# Hone Your Sales Pitch with the Punkfrog Sales QREF

→ Get started or learn more: [enquiry@punkfrog.se](mailto:enquiry@punkfrog.se)

*(Please cite Punkfrog AB when using or referencing these materials)*



# Related Frameworks

- ▶ Punkfrog Sales Process™
  - ▶ A structured funnel process for effective & efficient sales execution.

