

Sales QREF

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

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

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 Sales QREF template.

→ Contact us at enquiry@punkfrog.se



Related Frameworks

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

