



# Entrepreneur Incubator Reference Article

---

## Assembling the Perfect Sales Kit

### **1. Your Difference Page.**

Use this page to explain how your firm is truly different from your competition and designed to meet a very specific need in a very specific way. In this section, don't worry about telling your prospects what your firm does: focus on how you do it in a valuable or unique way.

### **2. A List of services**

Here, tell prospects what you do or offer. You may even need to create a separate sheet for your services or service areas.

### **3. Case Studies.**

Pick representative clients or industries and outline how your product or service solved their challenge. Case studies allow your prospects to see how they, too, can find relief.

### **4. Process Description.**

Show prospects how you do what you do. Create detailed checklists and flowcharts that show how you keep your promises. Many people underestimate how much goes into delivering a quality product or service.

### **5. Your story.**

Many companies have interesting – and even gut wrenching – histories. Tell your story in an open, honest and entertaining way, and you'll win their hearts as well as their heads.

### **6. Extras**

You could also add testimonial letters, FAQ pages, copies of articles you've written, and reprints of any media coverage your firm has received. The individual pieces of sales kit can be assembled and tucked in to a pocket folder for delivery. This allows for an inexpensive and flexible format designed to meet the needs of each different prospect you meet with. Keep the format short and easy to read to ensure that it is read. Always include your contact details and a business card for reference.