

SALES STRATEGY

DATE: DD/MM/YYYY

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FOR: CLIENT NAME

This is a starting point to help you think more clearly about your sales strategy — who you're targeting, what problems you solve, and how to scale with structure. It's yours to use and keep. If you'd like help building the full version, I'm just an email away.





WHY YOU NEED THIS

If your growth has hit a wall, your referrals have slowed, or you're running around like a headless chicken trying to keep up — this is your starting point.

This isn't the full strategy document I build with clients. But it is a cut-down version to help you get clarity on your direction, ideal customer, and the basics of a scalable sales process.

Use it to get your thoughts straight. Use it to spot gaps. And use it to decide if now's the time to take things more seriously.

WHO ARE YOU REALLY TRYING TO WIN?

- What does your ideal customer look like?
- What industry are they in?
- What size are they (people / revenue / geography)?
- What do they value most?
- What triggers them to buy?

Pro Tip: If you say "anyone," you'll win no one.

WHAT PROBLEM DO YOU SOLVE BETTER THAN ANYONE?

- What are they struggling with right now?
- How does that problem show up in their day-to-day?
- What's the cost of ignoring it?
- Why do you understand it better than others?

Pro Tip: No problem = no urgency. Get clear on the pain first.



WHAT MAKES YOU DIFFERENT?

- What proof do you have?
- Is it your approach, speed, quality, customer experience, something else?
- Can you say it in one sentence?

Pro Tip: If you can't explain it simply, they won't remember it

HOW WILL YOU REACH THEM?

- Where do they spend time (online/offline)?
- Are they active on LinkedIn, Instagram, trade shows, WhatsApp?
- Who else already has their attention?

Pro Tip: Marketing isn't about shouting louder. It's about showing up in the right places, consistently.

WHAT DO YOU WANT THEM TO DO FIRST?

- Book a call?
- Read a guide?
- Download your pricing?
- Ask for a quote?

Pro Tip: Make it simple, make it obvious, make it low friction.



WHAT'S NEXT?

If this sparked ideas, that's great. If it also revealed gaps, even better.

This is just the starting point. The full version goes deeper — with tailored segmentation, messaging frameworks, outreach channels, metrics, and accountability.

If you're ready to put a real sales engine behind your business, I'd love to help.

Want help building your full strategy?

- Drop me a message at info@thesellingcollective.com
- Or visit thesellingcollective.com