

UNIQUE
Part I

Sales Playbook

Mid-Market & Enterprise

Vision & Mission, Sales Organization,
ICP, Use Cases, Common Vocabulary,
Competitive Analysis, Useful Sales
Resources

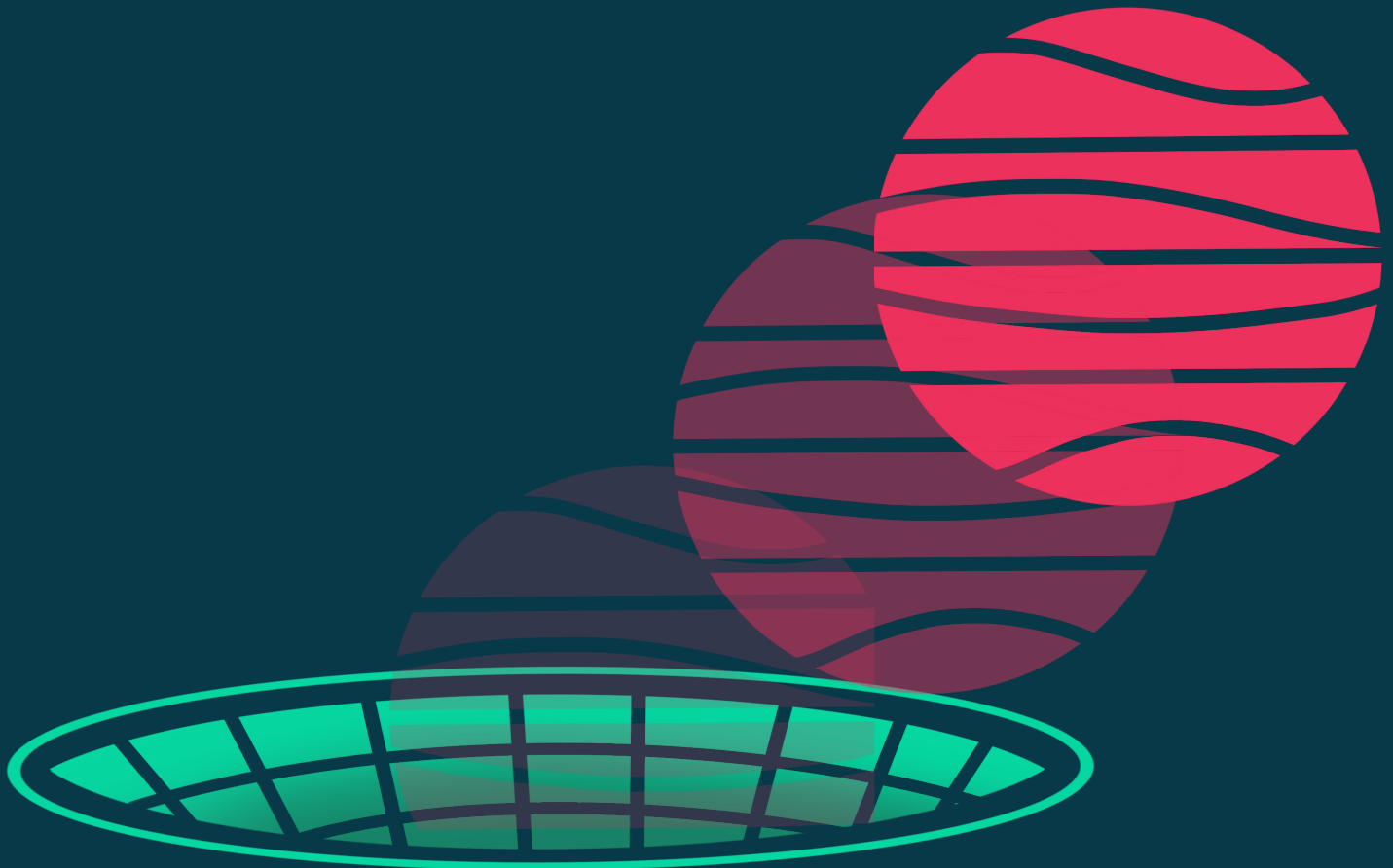


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Vision, Mission, and Values

and how to define them

- We think big and never stop challenging the status quo
- We are a team of entrepreneurs
- We respect and value everybody's uniqueness
- We foster sustainable business through integrity and loyalty towards customers and employees
- We strive to improve the quality of life on our planet

The Unique's Values Statement

Defining company vision, values and mission is the first step towards a mature, unified, and purpose-driven organization.

Company values guide employees and reflect certain expectations about their daily operations and what constitutes core notions for the company.

Why is defining company values, mission and vision important?

- ✓ They drive community
- ✓ They facilitate finding the right people for the job
- ✓ They form culture
- ✓ They help communicate an important message to customers
- ✓ They simplify the decision-making process

Vision & Values

How to define Vision, Mission, and Values


How to define vision, mission, and values?


- ✓ The **vision** statement reveals what the company hopes to achieve or aspires to be in the long run. It envisions the future of the organization.
- ✓ Company's **values** describe your core principles and everything you stand by as an organization. A values statement should be actionable, memorable, and timeless.
- ✓ The **mission** statement serves to outline the purpose for the whole existence of your organization.

Questions that will help you define the vision, mission, and values of your company:

- *Who do we serve?*
- *What painpoints do we cover for the client?*
- *What goals do we want to achieve?*
- *What kind of future do we envision for the society?*
- *What qualities do we value above else?*
- *What personal traits are we looking for in our employees?*

Examples of Unique statements:

 **Vision:** Our vision is to be the easiest and most inspiring way for businesses to connect, negotiate and partner on anything under the sun.

 **Mission:** Our mission is to reinvent sales for the remote work era and beyond. We strive for a world where sales conversations are easy, transparent, and inspiring. We believe there are hidden opportunities in every conversation, and we help businesses unleash them.



Vision & Values

Vision, Mission, Values, Unique Manifesto



The Unique Manifesto

Read the Unique manifesto (click on the image) and find out what drives Unique and what challenges we strive to solve to makes our clients' lives easier.

It will help you understand our vision, mission, and values better, and will set a great example of how to create your own company's manifesto.

Unique's modern selling approach enables teams to win more deals by building more productive relationships and providing customers with a transparent, easy and inspiring buying experience.

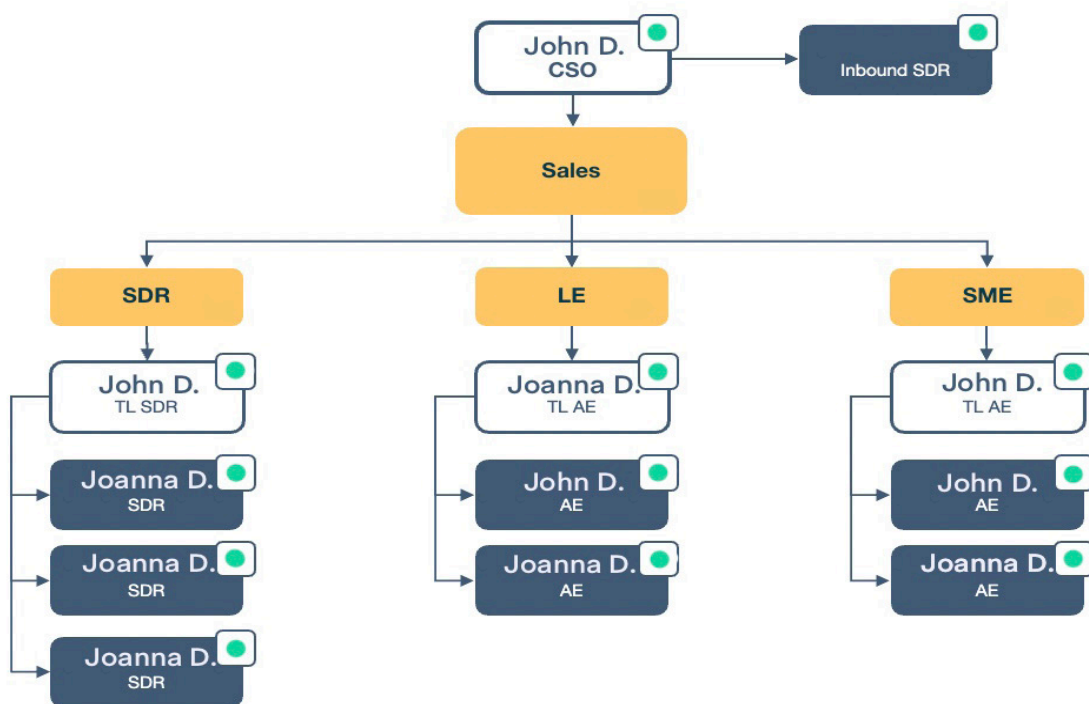
Sales Organization

The Org Chart

An org chart helps employees understand the company's structure and its different departments, teams, projects, and reporting system.

Creating an org chart for your company is important because a company's chain of command becomes blurry and confusing as it grows and evolves, eroding accountability and efficient communication.

✓ Here's an example of an org chart (sales):



*The branches can extend further, depending on the team's size. The sales chart can expand to show a comprehensive image of every sales role in your org.

ICP

An Ideal Customer Profile Example

✓ Ideal Customer Profile (ICP)

ICP defines a person and companies that should be targeted by the salespeople by answering the following two questions:

- What are the characteristics of the potential customer through which you think they are a good fit?
- What are the characteristics of the potential customer you think are not a good fit?

Unique ICP Example: Mid-Market

1 Title/Persona:

Head of Sales

CSO

CRO

Head of Sales Operations

Head of Sales Department

VP of sales

Sales Director

COO

2 Size: 20-50 Salespeople (reps who hold meetings with clients/prospects count)

3 Countries: 

4 Industry:

Tech & Scale-ups

Banking

Insurance

Pharma/Medtech

Professional Services

Marketing & Advertising

Recruiting



ICP

An Ideal Customer Profile Example

5 Technologies in Use:



HubSpot



6 Other Factors:

- B2B sales-led approach with ticket size >5k ARR
- Growing and hiring sales reps.

7 Triggers:

- Funding
- New job listings for sales
- New leadership in sales with new agenda/initiatives
- Growth of the sales department in the last 12 months

8 Other Success Criteria:

- Growth mindset/coaching mentality: teaching, mentoring
- Tech savvy: data-driven, tech-tool-friendly (reflected in their tech stack)
- Convinced of the macro trend of remote selling
- Accountable to the board of directors or investors
- Use sales processes and methodology for enterprise sales like MEDDIC

Use Case

Use cases, Pains/Gains, Features & Functionality

It is imperative for sales reps to understand the differences between value proposition, use cases, benefits, pains, gains, and features. Let's use a real example with Unique:

Feature/functionality:

The automatic summary of the sales calls. The Unique AI is recording, transcribing, analyzing and automatically summarizing calls.

Use case:

- The Old Way: A salesperson takes some notes on a call, creates a summary in writing afterwards and sends the summary via email to the prospect.
- The New Way: A salesperson is adding Unique to a sales call. The technology records, transcribes the calls and summarizes them automatically afterwards. The summary can then be forwarded to the parties involved directly in the tool.

Pain:

The salesperson is frustrated about summarizing calls and sending those over to the customer because they take a lot of time and focus. They are behind on their targets and spend too much time on manual tasks. They cannot ask all the great questions because they need to take notes on a call.

Gain:

The benefit is usually paraphrasing the difference between the "The Old Way Use Case" and the "The New Way Use Case". In our example, that would mean:

A salesperson can save time after the call because the summary and follow-up are almost fully automated. Additionally, the salesperson can listen better to the prospect because there is no need to take notes during the call.

Common Vocabulary

Sales Glossary

Sales Process:

Describes the steps an interested company/person ("Active stage") needs to take to get a contract signed "Closed Won" (or Closed Lost).

Ideal Customer Profile (ICP)

refers to the demographic, firmographic, behavioral, and environmental qualities of an account (person, or company) that you consider to be your most valuable customer.

Persona:

Marketing and Sales establish customer profiles with certain challenges and business or personal pains that can be solved by provided technology or services. These are called "personas."

Pain/Gain:

There are only two reasons people buy: To solve a pain they experience or to reach a goal. A pain is felt 3x stronger than a gain (found by several studies). That's why you should be focusing on solving pains first before mentioning gains.

Qualification/Sales Methodologies:

If the sales process is a map to go from A to B, the qualification/sales methodology is the GPS. Whenever you feel you got away from the optimal course in the sales process, the qualification methodology provides you with a framework on how to get back on track. Known qualification methodologies are SPIN, BANT, MEDDPICCR, SNAP Selling, Sandler Selling, Challenger Sales, Triangle Selling, etc.

Opportunity:

A sales opportunity is a qualified prospect that is very likely to become a paying customer.

Lead:

A contact person whose profile corresponds to that of your defined personas and whose contact details are filled out in the system is called a Lead.

Contact:

In case a salesperson established a relationship with a lead, the lead is converted to a contact.

Common Vocabulary

Sales Glossary

Procurement:

Procurement managers are responsible for orchestrating the last steps of the buying process. They usually make sure that legal, data protection, the future project team and the economic buyer all come together and negotiate the contract terms.

Economic Buyer:

This is a person responsible for spending money for the technology or service.

Risks:

There are always some risks that a deal will fall apart. One of the obvious ones is competitors, another one is time.

Decision Process:

Usually it takes several steps to get to a decision with a future client: Discovery, Demo, Business case calculation (scoping), involvement of an economic buyer and all stakeholders, paper process, negotiation, data protection & legal review, etc.

Champion:

Champion is often the most important person in a deal. They have two attributes: a good network within the company and therefore a lot of influence as well as a very personal interest in your technology and services to be implemented.

Use Case:

This term is commonly used to describe functional requirements and it provides one or more scenarios for how a solution achieves a specific business goal.

Influencer:

People whose opinions are important to the people in the buying centre.



Read more about the Sales Glossary **HERE**

Competitors

How to create a competitive analysis framework

In marketing, a competitive analysis framework can help spot opportunities, identify weaknesses and position yourself higher in the market.

In sales, conducting a proper competitive analysis is imperative for a better understanding of the product positioning, educated arguments, and better selling techniques.

How to create a competitive analysis framework?












- ✓ Create a list of companies selling similar products/services in your niche
- ✓ Assign them to categories based on use cases
- ✓ Define the company's relevance based on how similar your product/service is
- ✓ Define your USP (unique selling point) that differentiates you from each competitor
- ✓ Work up a list of weaker points that might put you in unfavorable light compared to your competitors

With a comprehensive document containing detailed comparison to your competitors, sales reps will be well-equipped to handle objections and win over competition.

Competitors

How to create a competitive analysis framework

Competitor analysis table: An Example From Unique

 Region/Location	US / EMEA/Los Angeles
 Company/Website	chorus.ai
 Category	Sales Coaching, Video Transcription
 Relevance	High
 Summary	A conversational intelligence tool recently purchased by ZoomInfo.
 Deals won	2
 Deals lost	1
 Where we win	Real-time sidebar + insights, banking & insurance-specific features. GDPR-compliant, Q-score
 Where we are equal	Insights, call recordings, coaching, forecasting.
 Where we lose	Bot joins the meetings automatically. This may not be welcome in Europe.
 Pricing	Approx. \$8,000 per 3 licenses + \$1,200 for additional licenses.

Useful Resources

Book recommendations

General recommendations

- Crucial Conversations (Al Switzler und Kerry Patterson)
- 7 Habits of highly effective people (Stephen Covey)
- How to win friends and influence people (Dale Carnegie)
- Daring Greatly (Brené Brown)
- The Pyramid Principle (Barbara Minto)
- Breakthrough - the power of the interrupted relationship (Tony Humphreys and Helene Ruddle)
- The Almanack of Naval Ravikant (Eric Jorgenson)

Sales recommendations

- Triangle Selling: Sales Fundamentals to Fuel Growth Problem (Hilmon Sorey)
- Problem Prospecting?! (Mr Stuart Taylor)
- Fanatical Prospecting (Jeb Blount)
- Gap Selling (Keenan)
- SPIN Selling (Neil Rackham)
- The Perfect Close (James Muir)
- Heiss auf Kaltaquise (Tim Taxis)
- Let's Get Real Or Let's Not Play (Mahan Khalsa)
- Tech Powered Sales (Justin Michael)
- To Sell is Human (Daniel Pink)
- The Challenger Customer (Brent Adamson)
- Selling Above and Below the Line (Skip Miller)

Sales Playbook: Part II

Coming soon

Did you enjoy our Sales Playbook: Part I? Then stay tuned for Part II and III

Follow Unique and visit the website:



In the **Sales Playbook: Part II** we will present the following topics: The Buyer Journey, Sales Methodologies & Process, Pricing, Lead Generation & Qualification, Sales Forecasting, and Reporting.