



SALES PLAYBOOK OFFERINGS

Your Sales Playbook, Built to Win.

Timolyne Group builds your Sales Playbook — powered by the Sales Xceleration® network — giving your sales leader and sales team the tools to drive revenue growth.

It's your comprehensive guide to winning in a competitive market: consistent messaging, points of differentiation, ideal customer profiles, discovery questions, sales stages, and a repeatable sales process your whole team can run on.

1

STRATEGY

Company overview, value proposition, competitive positioning, and Ideal Customer Profile.

2

METHODOLOGY

Qualifying criteria, discovery questions, and a framework for handling objections.

3

PROCESS

Sales cycle stages, key metrics, outreach messaging, and a library of sales resources.

A More Structured Sales Process

High-performing sales organizations run on a more structured sales process — built using a combination of Advisor and client insight and the power of AI, with all data kept confidential behind a firewall.

WHY IT WORKS

Benefits of a Sales Playbook

High-performing sales organizations run on a more structured sales process. Here's what a documented playbook does for your team:

- Consistency — every team member follows the same winning playbook
- Sales Efficiency — resources organized to streamline your sales process
- Higher Close Rates — winning strategies, messages, and templates for every stage of the cycle
- Enhanced Training — accelerated onboarding and continuous development with built-in resources
- Built by combining Advisor and client insight with the power of AI
- All data kept behind a firewall — your information stays confidential

What's Inside the Playbook

Every Sales Playbook is organized into three sections, covering every deliverable your team needs to sell consistently.

Sales Strategy

Company overview, value proposition, points of differentiation, and elevator pitch, plus competitor insights, competitive positioning, buyer personas, and Ideal Customer Profile — including ICP pains, challenges, and aspirational goals.

Sales Methodology

Qualifying criteria, a hot-leads-vs-cold-leads checklist, discovery questions, and a framework for handling objections.

Sales Process

Defined sales cycle stages, key sales metrics, outreach messaging, and a library of sales resources.

Standard Sales Playbook

Includes the full sales strategy, methodology, and process — the messaging, differentiation, ideal customer profiles, discovery questions, and sales stages every rep needs.

Custom Sales Playbook

Includes everything in the Standard Sales Playbook, plus any internal or custom Sales Infrastructure documentation your Timolyne Group Advisor has built for you.

Built with Advisor Insight + AI

Sales Xceleration combines Advisor and client insight with the power of AI to build your Sales Playbook — accelerating delivery without sacrificing quality.

Kept Confidential

All data stays behind a firewall throughout the process, keeping your company information secure and confidential.

TWO WAYS TO START

Standard vs. Custom Playbook

Every engagement starts with the Standard Sales Playbook. Add a Custom Sales Playbook if you want it built around the infrastructure we've already put in place for you.

Standard Sales Playbook

- Company overview, value proposition & points of differentiation
- Ideal customer profile & buyer personas
- Competitive insights & positioning
- Qualifying criteria, discovery questions & objection handling
- Sales cycle stages, key metrics & outreach messaging

Custom Sales Playbook

Includes everything in the Standard Sales Playbook, plus any internal or custom Sales Infrastructure documentation your Timolyne Group Advisor has built for you — tailored to your industry, team, and goals.

HOW IT'S BUILT

Advisor Insight, Powered by AI

Your Sales Playbook comes together through a proven, collaborative process:

- Your Timolyne Group Advisor gathers insight directly from you and your sales team
- That insight is combined with client knowledge and the power of AI to draft your playbook
- All data stays behind a firewall — your information is never shared or exposed
- The playbook is reviewed and refined together before it's finalized
- Your team is trained on how to use it from day one
- It becomes a living resource — updated as your strategy and market evolve

WHO IT'S FOR

Built for Growing Sales Teams

A Sales Playbook is available as a standalone deliverable or as an add-on to any Timolyne Group engagement — a natural complement to Sales Management, Sales Infrastructure, or Sales Training, giving your whole team a single source of truth for how your company sells.

OPTIONAL

Add-On Services

Available by addendum to extend and reinforce your Sales Playbook:

Sales Management

Implementation of your sales infrastructure components, weekly sales meetings, and one-on-one salesperson coaching.

Sales Infrastructure

Design and build of the goals, compensation plans, sales process, CRM, forecasting, metrics, and playbook your team needs to scale.

BACKED BY A PROVEN NETWORK

Why Timolyne + Sales Xceleration

- Powered by Sales Xceleration®, an outsourced sales leadership network built around a Certified Sales Operating Management System™
- A network serving 8,000+ clients across the U.S., Canada, UK, and Australia
- Local, hands-on leadership from Timolyne Group, backed by national resources, tools, and proven methodology

Let's Build the Playbook Your Team Runs On.

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