

# SE/C

Sales Excellence Canvas




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# SE/C


## Sales Excellence Canvas

Project \_\_\_\_\_ Date \_\_\_\_\_ V# \_\_\_\_\_

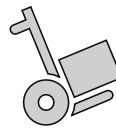
Att \_\_\_\_\_



Customer Problem



Main competitors



Sales Channels



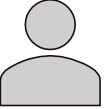
First customers




First channels



First 3 steps in sales to tackle these

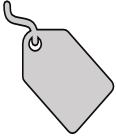


Customer Persona




Competitor's Sales Approach

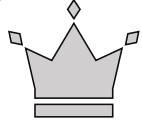
Customers  
Channels  
Pricing  
USP



Price-Strategy



Solution & Product



Sales USP



# Aim

**Get your sales excellence strategy together easily.**

## How to use

**Team: Get together your sales and executive team or whomever you want to be part.**

**Size: Printout the SE/C in A0 and pin it on a wall.**

**Post-It: Yes, write your ideas (max 5 words) on them and stick them in the rounded squares.**

**Direction: Start upper left, go down, then go further right up/down column by column.**

**Share: When ready, share your SE/C strategy within your company. Implement. Evaluate and iterate.**



## **Now involve yourself.**

Get up, use the canvas and send me your feedback and comments.

Thank you! 😊

Florian Knust 2020

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