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Selling Arsenal offers over 50 different sales templates that can be customized to fit your needs. New tools and templates are added on a consistent basis!

### Articles

**Counter Offers Beware!** – Great article on why counter offers never work.

**Focus and Persistence Pay Off!** – Are your prospecting results failing? A little focus can take you a long way.

**Using Email to Make More Sales** – Techniques to use to help build relationships and close more sales with email.

**Making Your Sales Budgets - Planning for Success** – Don't underestimate what a little planning can do. This article discusses proper funnel management and forecasting.

### Letter and Email Templates

**Introductory Letter Template** – How to introduce yourself with a letter

**Let's Meet Letter Template** – Use this letter/email to help you secure an appointment and set the expectations for a follow-up call.

**Thank You Email** – Send a thank you email after every phone conversation!

**Touch Point Email Sample 1** – Sample anytime email.

**Touch Point Email Sample 2** – Sample anytime email.

**Not Interested Follow-Up Template** – Use this template as a follow-up to prospects who say they are not interested.

## **Proposal Templates**

**New Construction Contract** – Proposal contract for new home construction.

**New Home Construction Project Estimator** – Worksheet to help you put your new construction proposals together in one page.

**New Home Construction Spec Sheet** – Specification sheet for new home construction proposal.

**Recruiter Agreement with Retainer** – Recruiting service agreement that includes a retainer.

**Recruiter Thirds Agreement** – Recruiting agreement with large customer where payments are broken into thirds.

**Recruiting Service Agreement** – Basic service agreement for recruiters.

**Short Proposal Template** – Do you need to draft a short proposal to a customer?

**Statement of Work Template** – Use this template as a guide for putting together a statement for work for project that can vary in final cost.

**Training Partnership Agreement** – Use this template to build your own partnership agreement for your top customers. Completely customizable and provides guidelines of what categories to include.

## **PowerPoint Templates**

**21 Questions To Ask Buyer About Their Decision Making Process** – How do you determine if a buyer is qualified? Learn what questions to ask.

**New Home Marketing** – Learn how to market new construction home.

**Selling to the HR Contact** – Use this PowerPoint to brush up on how to sell to human resource contacts. You can also view the webinar on this subject.

**So You Have a Territory, Now What?** – Presentation on forming a strategy for maximum territory penetration.

## Quick Reference Guides

**A Quick Reference Guide To Closing** – Use this guide to quickly close sales! Follow the steps and the process involved to close new business opportunities.

**A Quick Reference Guide to Prospecting** – Use this guide to develop a prospecting strategy that will work for you and your territory.

**A Quick Reference Guide to Qualifying** – Use this guide to understand the qualifying process. Stop pursuing unqualified opportunities.

**Conducting Reference Checks** – Great for employers or recruiters in conducting reference checks.

**Desktop Reference Guide for Search Engines** – Desktop reference guide for using internet search engines developed by AIRS.

**Getting Started in Real Estate** – Reference guide for real estate rookies on where the money is.

**Recruiting Common Put-Offs** – Reference guide to answer the main objections that recruiters get everyday.

## Sales Planning Templates

**Agenda Planner for Sales Training** – Great sales training agenda planner with time blocks.

**Corporate Account Tracker** – This worksheet offers salespeople a quick look at all of their accounts.

**Developing a Desk or Target Market Plan** – A sample planning tool for identifying your target market for salespeople or desk plan for recruiters.

**How Much Are You Worth? Calculate Your Hourly Rate** – Are you ever faced with too many tasks than you can handle? Sales representatives need to understand the time value of money. What is your time really worth and how should you spend it?

**My Life in the Year 2010** – Life long planning tool to help you get what you want out of life!

**Partnership Planning** – Create a plan on how to network with your partners and help you bring in more business.

**Real Estate Flyer #1** - Open House flyer for real estate.

**Real Estate Flyer #2** – Open House flyers for real estate.

**Recruiter Agreement with Retainer** – Recruiting search agreement when requesting a retainer.

**Recruiting Service Agreement** – Basic recruiting services agreement. Outlines the duties of both parties.

**Sales Meeting Checklist** – Prepare for your sales meetings before they happen. Know who you are selling to and identify decision makers and threats.

**Target Account Profile for IT Training or Services** – Identify a target accounts IT infrastructure, key contacts, and plan for penetration.

**The Sales Funnel** – The sales funnel helps you identify different stages of the sales cycle as well as helps you determine the number of opportunities needed to close a percentage of sales.

## **Worksheets**

**11 Month Punch List** – Worksheet for listing corrections items on new construction before warranty is up.

**Daily Call Sheet** – Quick snapshot of your daily calls and results.

**Dials-Contacts-Appts Worksheet** – Great tracking tool for refining your prospecting efforts.

**Funnel Tracker** – Track your sales by the stages that they are in. What stage of the sales funnel are your prospects in? How close are they to buying?

**Goal Setting Worksheet** – Those who set goals and document them achieve more!

**IT Training Student Information Sheet** - Have every student that walks through your doors surveyed so that you can follow-up and sell more of your training classes! Customize this sheet with the courses that you offer.

**Recruiting Candidate Data Sheet** – Great tool for obtaining the best candidate information and motivations for HR or recruiters.

**SWOT Template** – Analyze your strengths, weaknesses, opportunities and threats!

**Transportation Account Profile** – Create a profile on your prospects including competitors and logistic contacts.

<http://www.sellingarsenal.com>

**Weekly Goals and Activities Template** – Track your weekly goals and activities and compare projections to actual results.

### **Webinars**

**Selling to Human Resource Contacts** – Understanding who there are, what they need and how to find them.

**Finding Success in Cold Calling** – Do you rely on cold calling for new leads? How you can make cold calling a success!