

Sales Axioms - Template V. 2.1



Company Name: <Enter company name.>

Product Name: <Enter product name.>

- **Date:** <Enter date.>
- **Contact:** <Enter your name.>
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1. Introduction

1.1. Document Objective

Sales axioms serve to create an internal common understanding and serve to identify and explain the very fundamental concepts that the product is built upon.

1.2. Sales Axioms Use

Sales axioms are to be used and reflected upon whenever communicating the product to anyone, particularly customers in target markets. They help customers understand the category to which the product belongs.

1.3. Sales Axiom Structure

Each sales axiom is a one-word term that is followed by a concise definition and bullet points that provide any supporting data.

2. Product's Sales Axioms

2.1. Section Objective

This section lists the product's sales axioms.

<Comment: To illustrate the concept of sales axioms, the following is an example of a sales axioms listing for a Toyota Corolla passenger car.>

2.2. Sales Axioms

<List the product's sales axioms.>

<Example:

2.2.1. **Reliability** - *Corolla's outstanding mechanical and instrument reliability has been a major reason for its success.*

2.2.1.1. *Corolla is one of the most reliable vehicles in its class as indicated in reliability ratings by The JD Power Consumer Center for the last five years.*

2.2.1.2. *If properly cared for, the Corolla gives little trouble even at very high mileage. All models are highly dependable.*

2.2.2. **Economical** - *Corolla offers excellent fuel economy, excellent resale value and high return on investment spread over a long service life.*

2.2.2.1. *With a gas mileage rating of 32 MPG in the city and 40 MPG on the highway for the 5-speed model and 30 MPG in the city and 38 MPG on the highway for the automatic, the Corolla produces, by far, the best gas mileage for a car in its class.*

2.2.2.2. *Not the lowest priced in the class, but the standard specification is the best in Price/Performance with air conditioning and anti-lock brakes standard on most models and power steering on all.*

2.2.2.3. *With common periodical preventive maintenance, the Corolla can continue functioning with many original parts up to 300,000 miles, resulting in low maintenance costs.*

2.2.3. **Quality** - *Toyota's proven build quality means a Corolla owner can expect a long and typically trouble-free service life.*

2.2.3.1. *Construction is excellent and all materials hard-wearing.*

2.2.3.2. *Craftsmanship is high with attention to detail and high-quality finish.>*

2.3. **Non-Sales Axioms**

In the interest of clarity, this section lists sales axioms which are NOT applicable to the product.

<List any expected sales axioms NOT associated with the product.>

<Example: Toyota Corolla was designed as a reliable, economical and quality product but it was NOT built with the following elements as its key/core sales axioms: comfort, prestige, performance (speed, acceleration), luxury, safety, road handling, and quietness.>

2.4. **Sales Axioms Message**

The sales axioms can be distilled into one message which embodies the very fundamental concepts that the product is built upon.

<Describe the product's sales axioms message.>

<Example: Toyota Corolla is a vehicle synonymous with quality, reliability, durability, and value.>

3. Supporting Data

3.1. **Section Objective**

The section provides data in support of claims, assertions, assumptions, and statements made throughout this document.

3.2. **Assumptions**

<Describe any assumptions made when writing this document. Be specific about the assumptions that if changed will alter the direction of the product and resulting this document.>

3.3. **Research Information**

<If relevant, describe and list the type and scope of research conducted in the course of writing this document.>

3.4. **Product Diagram/Architecture**

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>