

# Sales Strategy Canvas

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## VISION

What is the vision of my product or service?

Which problem area do I want to address?  
What do I want to achieve with my venture?

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## PRODUCT

What is my product or service?

What added value should the product fulfil in the long term?  
Which jobs-to-be-done can my product fulfil? Which not?  
How does my product differ from existing ones?  
What is the competition like? Are there competitors/alternatives?  
Digital or analogue product/service? What is the complexity of the product or how high is the consulting effort?

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## VENTURE SETTING

What are the options around the venture setting?

Which options of the venture setting are conceivable?  
Which aspects of the corporate help / hinder the achievement of the vision? (Proximity vs. independence parent company)  
What is the relationship with the parent company?  
What effects does a proximity/distance to the corporate have on the internal and external impact? (keywords: branding, name)  
Which internal services and synergies should be used for my corporate start-up?

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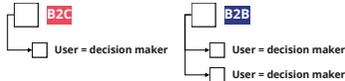


## TARGET GROUP

Who is the target group of my product / service?

Who is my target group? Who makes the buying decision?

### Decision tree for the target group



### Further questions

How do I reach my target group?  
Which dimensions can be used to define target groups?  
Am I addressing different markets in my target group?  
How does the USP differ per target group?

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## UNFAIR ADVANTAGE

What advantage does the venture have over others?

What is unique about the venture setting, product, target group approach and cannot be imitated?  
Can I reach the target groups or customers more quickly?  
Are there any other unfair advantages compared to other players or direct competitors?

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## REVENUE MODEL

What is the revenue model behind the venture?

What are the overarching goals? Growth vs. profitability?  
Which specific revenue model or pricing pays into these goals? (Freemium, Subscription, Licensing, etc.)  
What are common revenue models in the industry?  
How high is the target group's willingness to pay?

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## TAKE-AWAYS

In a nutshell: Learnings for operational sales

Blank area for take-aways.