

Power Your Tribe Sales & Marketing Bonuses!

Thank you for your purchase of Power Your Tribe! We hope you'll use these resources to develop a robust and high-performing sales force, to close sales faster, improve sales and marketing alignment and reduce the impact of competitive threats.

Please read the Business Opportunity beside each of the 5 bonus files below. The resources that are grayed out are available in the complete edition of our Sales & Marketing Playbook. If you have questions or would like to learn more, please contact us directly at: Ops@SmartTribesInstitute.com.

We would love to help you propel your sales and marketing efforts to take your organization to the next level.

| Business Opportunity | File Name |
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| Compensation that incents your sales force | Sales Compensation Simple Plan |
| Connecting with your target customer | Meta Program Cliff Notes |
| Creating content that meets your primary aim | Marketing Content Specification |
| Creating marketing campaigns that work | Marketing Due Diligence Checklist |
| Creating revenue and market value with your product | Kit 3: Streamlining Your Sales Funnel |
| Developing your product path and marketing strategy | Kit 11: Marketing Optimization and Focus |
| Increase Customer Acquisition | Storytelling That Drives Business Results |
| Reaching, converting and engaging your customers through a detailed process | The Marketer's Opportunity Detail |
| Reaching, converting and engaging your customers in a high level glimpse | The Marketer's Opportunity Summary |
| Recruit optimal sales and marketing talent by asking questions to uncover experience | Sales and Marketing Interview Questions Sample |
| Streamlining effective sales meetings | What To Cover In Weekly Sales Meetings |
| Tracking leads | Sales Process- Sample |
| Tracking Sales and Marketing Metrics | Marketing Metrics and Deliverables-Sample |
| Turning prospects into customers | Shorten The Sales Cycle: Why Brains Buy |
| Assess how much trust your brand inspires in prospects and the market place | Brand Trust Factor Assessment |
| Ensure all marketing content meets your business purpose/needs | Content Brief |
| Assess the state of your marketing dept and rate where gaps are | Marketing Assessment Template |

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| Discover the emotional experience and process your prospects and customers go through when considering and buying your products/services | Customer Journey Process & Grid |
| Some sample marketing metrics and what is possible to achieve as deliverables during a marketing sprint | Marketing Metrics and Deliverables Sample |
| Get a visual understanding of which components are needed to fulfill your marketing strategy | Marketing Strategy Framework |
| Create a profile for each prospect/client type using STI's neuro tools | Prospect Client Profile Summary Sheet |
| Customer Journeys must be validated before you craft marketing programs around them—this tool helps | Customer Journey Validation Guidelines |
| Content marketing “recipe” and process for optimal demand generation | STI Content Marketing (Infographic) |
| Customer Journeys work best when prospects receive targeted messages tied to their step on the journey—here's how | Making Your Customer Journey Work Yield Powerful Results |
| Stuck or stalled sales are stuck/stalled for a reason... this tool will help you unpack it | Sales Account Plan Template |
| Sales process optimization requires you to have optimal calls to action and collateral at each stage in the sales process—examples are here | Sales Process Sample with CTAs and Marketing Collateral - Sample |