

Blackblot® PMTK

Sales Axioms



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1. Introduction

1.1. Document Objective

Sales axioms help 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. The sales axioms frame the category to which the product belongs. The combination of sales axioms also represents **value** to customers.

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, a brief example of a sales axioms listing for a new mid-size family/passenger car ("Automobile") is provided below.>

2.2. Sales Axioms

<List the product's sales axioms.>

<Example:

- *Reliability – How long before breakdowns. The Automobile provides outstanding mechanical and instrument reliability. [Result: Peace of mind.]*
 - *The Automobile 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. This score given by JD Power is based on problems reported with the engine, transmission, steering, suspension, and braking systems after two years of ownership (Proof).*
 - *With common periodical preventive maintenance, the Automobile can continue functioning with many original parts up to 300,000 miles (Fact).*
- *Efficiency (fuel) – The ratio between the driving range and a unit amount of input fuel (miles per gallon – MPG). The Automobile offers excellent fuel economy. [Result: Reduced operating expenses (gasoline).]*
 - *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 Automobile produces, by far, the best gas mileage for a car in its class (Fact).*
- *Serviceability – Ease of performing periodical preventive maintenance and recovery/repair services. The Automobile is designed for easy*

maintenance by the owner and authorized mechanics. [Result: Reduced maintenance expenses (labor and parts).]

- *The Automobile has been designed to provide improved access to the vehicle's mechanical components for easier maintenance and repair (Proof).*
- *The Automobile's structure places mechanical components far from vulnerable areas affected by collisions. Most frequently damaged components are fastened by screws, instead of welds, which allows for easier, faster, and less costly repair/replacement (Proof).>*

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: "The Automobile was designed as a 'reliable', 'fuel efficient', and 'serviceable' product, but it was NOT built with the following elements as its key/core sales axioms: comfort, 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.>

<Comment: This message may be presented to internal audiences, such as Sales and MarCom, to help them better understand the value (and positioning) of the product.>

<Example: "The Automobile is a vehicle synonymous with 'reliability', 'fuel efficiency', and 'ease of maintenance'. Accordingly, the Automobile is a reassuring purchase that offers an excellent resale value and a high return on investment that is spread over a long service life".>

3. Supporting Data

3.1. Section Objective

This 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 the information in 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.>