

Sales one-pager [template]

We see a lot of requests for sales one-pager examples in our Slack community so to help you put your next (or first!) one together, here's a template of all the key components to include. Then, all that's left to do is get it designed and branded up and you're good to go.

To see an example of a sales one-pager in action, head [here](#).

[Company logo]

Compelling, succinct statement about how your product helps your customers. One great example we really like is Gong's: **Convert more pipeline into revenue by shining the light on sales conversations.**

Prospects should read this and instantly understand what it is you do.

***Tip:** too much text is overbearing. Underlay your header section with an image (ideally of your product) and leave plenty of padding below the text before you use more words.*

Include an overview of your product here and remember to focus on the unique value you bring to the table. If you followed our messaging hierarchy template, this might be something like your elevator pitch.

This is your space to back-up what you're saying with a real-life case study.

***Tip:** to add credibility, remember to include the case study's name and company.*

If you have any

For example:

Or:

Or:

relevant stats about either your product or your prospect's problem, lay them out side-by-side here.	55% of consumers won't engage in a brand if their marketing isn't personalized.	78% of our customers increased their revenue by 15% after four weeks.	100% of our clients said they wished they'd picked us sooner.
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Expand on your overview by elaborating on how your uniqueness benefits your customers. Again, this is information you should be able to pull and tweak from your messaging work.

Share the logos of customers you've got on your books to show prospects who you're already helping.

Tip: *if it's relevant, shouting about big, big brands is great, but remember, not everyone will care about this. Take start-ups, for example, they're probably more interested in how your product's relevant to similar companies rather than huge, global organizations.*

Finish with your call-to-action and contact details so everyone has what they need to take that next step.
