Product Sheet

Product sheets provide a reference for sales reps for when they’re asked for more detail about your products. The number of product sheets you have, and the depth you go into each one, will vary enormously depending on your industry, your customer profiles and your individual product. Below is a guide to help you build out the detail on your product’s specifics with the help of your product teams and your customer-facing reps and managers.

**General**

| **Key features** |
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| * Be clear and concise
* Be as complete as possible. Remember  while details about your product might  be obvious to you and your team,  customers often don’t know what they  don’t know!
* Include links where the reps can find  more detailed information or  customer-facing assets should they be  requested.
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| **Product name** | **Product ID** | **Price** |
| --- | --- | --- |
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B2C consumer product (for example, laptops)

| **Product name** | **Product ID** | **Price** | **Color options** | **Warranty period** | **Dimensions** | **Disc space** | **Delivery options** |
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B2B industrial supplies (for example, manufacturing components)

| **Product name** | **Product ID** | **Price** | **Model number** | **Physical dimensions** | **Weight** | **Manufacturer** | **Key components** | **Safety and environmental considerations** | **Integrations** |
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B2B SaaS product (for example, an employee absence management tool)

| **Product name** | **Product ID** | **Price** | **App integration capabilities** | **Storage space** | **Hosting requirements** | **Users per account** | **Backup, maintenance and ongoing support** | **Data protection compliance** |
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