

## 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

- 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.





