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# **360 Degree Checklist for B2B Leaders**

**B2B Leader? Sense  
check your brand,  
sales, product and  
marketing with this  
holistic checklist.**

# Branding

## a. Brand Identity:

- i. Company name
- ii. Logo design
- iii. Colour palette
- iv. Typography
- v. Imagery and style
- vi. Brand voice and tone

## b. Brand Guidelines:

- i. Visual guidelines
- ii. Editorial guidelines
- iii. Usage guidelines for various media
- iv. Internal and external communication protocols

## c. Brand Awareness:

- i. Market research
- ii. Competitive analysis
- iii. Target audience profiling
- iv. Unique selling proposition (USP)

## d. Brand Consistency:

- i. Across all communication channels
- ii. In the product or solution
- iii. In customer service and support
- iv. In company culture and values

# Product/Solution

## a. Product Development:

- i. Idea validation
- ii. Market research
- iii. Competitor analysis
- iv. Prototyping and testing
- v. Product roadmap

## b. Product Features and Benefits:

- i. List and prioritise features
- ii. Identify unique selling points
- iii. Communicate benefits to the target audience

## c. Product Pricing:

- i. Cost analysis
- ii. Pricing models (subscription, pay-per-use, etc.)
- iii. Competitive pricing
- iv. Price sensitivity testing

## d. Product Support:

- i. Documentation and user guides
- ii. Customer support channels
- iii. Training and onboarding resources
- iv. Product updates and improvements

# Messaging

## a. Value Proposition:

- i. Identify core value
- ii. Tailor value proposition for each target segment
- iii. Test and refine messaging

## b. Positioning Statement:

- i. Establish market positioning
- ii. Define competitive differentiation
- iii. Craft positioning statement

## c. Messaging Framework:

- i. Key messages for each target audience
- ii. Supporting messages and proof points
- iii. Consistent messaging across all channels

## d. Content Strategy:

- i. Content planning
- ii. Content creation (blogs, articles, whitepapers, etc.)
- iii. Content distribution
- iv. Content performance analysis

# Marketing Strategy

## a. Market Segmentation:

- i. Target market identification
- ii. Audience personas
- iii. Segment-specific messaging

## b. Marketing Channels:

- i. Digital marketing (SEO, SEM, email, social media, etc.)
- ii. Content marketing
- iii. Events and tradeshow
- iv. Public relations
- v. Influencer and partner marketing

## c. Marketing Collateral:

- i. Brochures, flyers, and sales decks
- ii. Case studies and testimonials
- iii. Videos and webinars
- iv. Presentations and sales decks

## d. Marketing Analytics:

- i. Key performance indicators (KPIs)
- ii. Data collection and analysis
- iii. Campaign performance tracking
- iv. Optimisation and continuous improvement

# Sales Strategy

## a. Sales Process:

- i. Sales funnel development
- ii. Lead qualification criteria
- iii. Sales pipeline management
- iv. Sales forecasting

## b. Sales Tools and Technologies:

- i. Customer relationship management (CRM) system
- ii. Sales enablement tools
- iii. Sales intelligence and analytics
- iv. Communication and collaboration tools

## c. Sales Team Structure:

- i. Sales roles and responsibilities
- ii. Sales team training and development
- iii. Sales team performance metrics
- iv. Sales team incentives and compensation

## d. Sales Techniques:

### i. Sales Techniques:

- i. Prospecting strategies
- ii. Account-based selling
- iii. Solution selling
- iv. Sales negotiation and closing techniques
- v. Cross-selling and upselling

## e. Sales Partnerships:

- i. Identify potential strategic partners
- ii. Develop partnership agreements and incentives
- iii. Co-marketing and co-selling opportunities
- iv. Partner training and support

## f. Sales Support:

- i. Pre-sales support resources
- ii. Sales collateral and product information
- iii. Post-sales support and account management
- iv. Customer retention and loyalty programs

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