

Menlo Private Access Sales Playbook

Contents

Opportunity overview	2
Why you should be interested	2
Market drivers: Why is the market hot NOW?	2
The opportunity in brief	3
Solution overview	3
What is MPA	3
Value proposition	3
Elevator pitch	3
The competition	4
Who are the main competitors for MPA?	4
Competitive differentiation	5
Vendor 1 competitive highlights	5
Vendor 2 competitive highlights	5
The customer	5
Customer challenges	5
Top use cases and discovery questions	6
Who do I talk to and what do they need?	9
The sales cycle	10
Let's build your prospect list	10
Which of my customers or prospects should I target?	10
Outreach resources	11
Qualification	11
Objection handling	11
A typical MPA sales cycle	13
Sales FAQs	14
Resources	15
Contacts	15