

Data Sheet Template

A one-pager built for two readers at once.

SELLER-ONLY — HOW TO USE THIS

Purpose	<i>[one line — the business outcome this proves]</i>
Deal stage	<i>[early education / evaluation / late-stage close]</i>
Buyer type it lands with	<i>[technical / economic (C-suite) / champion]</i>
Talk track cue	<i>"[what to say out loud when you hand this over]"</i>
Objection it addresses	<i>[the pushback this heads off before it's asked]</i>
Pairs with	<i>[related deck / case study]</i>

Customer-Facing Content

Document title: "[Partner] Data Sheet — [outcome headline]." A partner-level asset, reused across every deal — rename it "for [Company]" only when personalizing for one late-stage deal.

Headline

Outcome-first, not product-first. "[Result] for [audience]" beats "[Product Name] Overview."

The problem

Named in the customer's language — their KPI, their pressure, not category jargon. This is the "why change" case: what's true today that shouldn't stay true.

The solution

What [Partner] + [Your Company] actually does about it. Plain language, no acronym soup.

Three differentiators — why [Partner], why now

1. [Differentiator → outcome]
2. [Differentiator → outcome]
3. [Differentiator → outcome]

Why [Your Company]

The platform answers "why change." This answers the other half of "why us": why [Your Company] specifically, not [Partner] direct or another delivery partner — delivery model, certification/depth, track record.

Proof point

One real metric, named outcome, or customer quote. Nothing goes here until it's verified.

Call to action

One next step — not three options.

DESIGN RULE

Written for a business exec, not a technical buyer. 3-second scan test: if a rep can't find the answer mid-call by skimming, it's failed.