



B2B Sales Content Agency



Content to turn your sales team
into a closing machine



axd.agency

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Get 30% more from your sales team



We create content to support sales teams

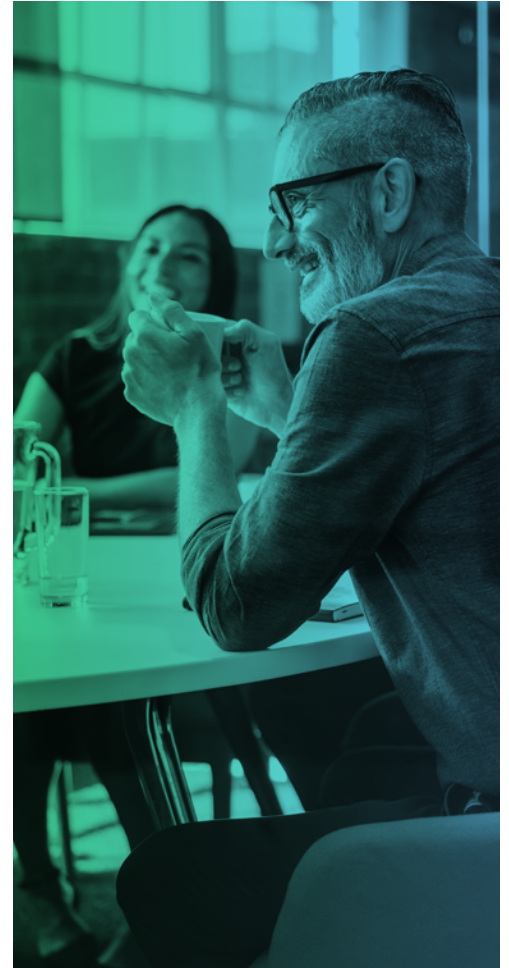


Most companies struggle to deliver an exceptional sales journey. At AXD, we develop content that nurtures, educates, and inspires sales leads and opportunities, setting you apart in competitive markets. Keep buyers interested and informed by integrating high-quality content throughout the sales process.

Turn your sales team into a closing machine with a proven sales playbook, content and templates. Make your business development market-leading with our sales content, from ice-breaking infographics to engaging email outreach templates and clever cold call sales scripts to persuasive pitch decks. Help your sales team move prospects through every stage of the sales funnel, from awareness to decision.

“Companies that excel at lead nurturing generate 50% more sales ready leads at 33% lower cost.”

– Forrester Research



Content is critical for engaging, nurturing, educating and inspiring



See your customer acquisition cost drop and your revenue soar.



Fast-track performance for new sales reps with knowledgeable content.



Standardise sales success across your whole team.



Keep buyers engaged and inspired throughout the sales cycle.



Improve sales journey and buyer experience.

“Buyer enablement content increases buyer decision confidence by 4x”

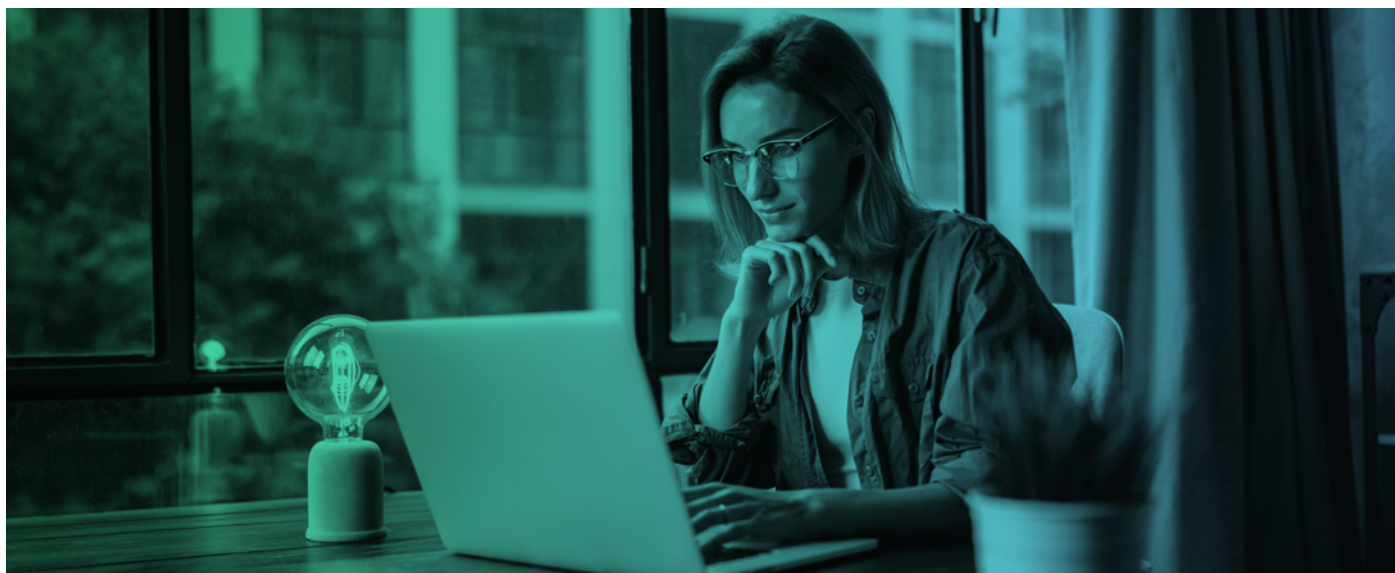
Gartner

Support your sellers with content that increases buyer engagement and interest

We specialise in producing sales content that communicates your unique value proposition, addresses customer pain points, and drives engagement improving the buyer experience. Our sales content prepares your sales team with knowledge and confidence, helping them stand out, while providing a credible and quality reason to follow up, encouraging buyers to act.

“82% of buyers feel that sellers are unprepared”

Forrester



Improve the buyer's journey with:



Sales Playbooks: Explain sales processes, resources, and how to distribute sales content, ensuring your team is working consistently.

Sales Brochures: Outline and differentiate the features and benefits of your products or services, crafted to catch the eye and engage the reader's interest immediately.

Product Factsheets: Provide a short overview of specifications, services and benefits of your products, making it easier for sales teams to highlight key points during discussions.

Case Studies: Offer real-life examples of how products or services have successfully solved problems for other customers, winning trust and credibility.

Email Templates: Personalise messaging for stages of the sales cycle, designed to initiate contact and nurture and educate leads and opportunities.

Presentation Decks: Persuade and communicate the value of offerings during face-to-face or virtual sales meetings.

Sales Scripts: Structure scripts for cold calls and follow-ups, helping your team promote a consistent message, handle objections and convert leads with confidence.



Infographics: Provide thoughtful and engaging graphics that simplify complex data to keep a brand top of mind.

Solution Briefs: Educate how solutions address specific industry challenges, resonate with both business and technical decision-makers.

Ebooks: Provide valuable content on relevant topics educating leads and opportunities while positioning your company as a thought leader in the industry.

Two-Pagers: Offer key insights and data about products or services, perfect for quick reads at trade shows or sales meetings.

Sales Battlecards: Outmanoeuvre the competition and respond to objections with confidence and clarity during sales conversations.

Competitor Analysis Sheets: Prepare sales teams to communicate competitive advantages over other market offerings.

Objection Handling Guides: Equip teams with responses to common objections, ensuring they are always prepared to turn scepticism into sales.

Our process



01

Step 1: Initial planning session

Aligning our vision and objectives and sharing project-critical information. You share the intel on your business, while we listen and learn. Collaborating to lay the foundations for the project's success and setting clear deliverables.

02

Step 2: Proposal development

We collate the insights and requirements gathered into a work plan. Producing a tailored strategy outlining the recommended content types and deployment tactics to align with your sales goals.

03

Step 3: Sales document development

Our team starts writing and designing your sales materials. This is where the creative juices flow and our shared vision comes to life.

04

Step 4: Final presentation and review

We present the completed sales toolkit for review, making necessary revisions to ensure the materials meet your expectations. We commit to working with you until you are delighted with the final content.

Customer testimonial

“Sales content transformed our sales approach.”

As a leading hardware technology provider, finding the right partner to optimise our sales content was crucial. We found exactly what we needed with AXD's service. Their team fully understood our offerings before developing and designing a comprehensive sales toolkit for DMS. They ensured the content uniquely set us apart in a highly competitive market. The impact was immediate: our sales team now operates with enhanced consistency and efficiency, pushing our growth. Thanks to their expert support, we are achieving new heights in our sales performance.

Ruairi Shivers



Why choose us



Industry
expertise



Experienced
copywriters



British with
global reach



Data and
research experts



Sales focussed
content



SEO
specialists

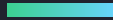
AXD Agency



We are a B2B sales enablement and content marketing agency based in Manchester, UK. Our team comprises technologists, business leaders, and copywriters with experience in various technology industries—from early-stage startups to scale-ups and Fortune 500 companies. Whether you're a startup or a global brand, AXD's international experts will give your content the edge, enabling you to open conversations, build relationships, and drive customer loyalty.

“Great content sets the best brands apart. Let's make you one of them.”

Improve the sales journey now and get in touch



hello@axd.agency
(0) 161 528 0788
Beehive Lofts, Ancoats,
Manchester M4 6LN

