

Practical Digital Sales

DSS training slides

A 30 day programme with practical assignments

Emmanuel Effiong

The offer fact sheet

Buyer and problem

Name the specific buyer and the situation the offer addresses.

Delivery facts

List what the buyer receives, when it arrives and what they must provide.

Commercial terms

Explain the price basis and the accepted payment conditions.

Limits and evidence

State exclusions. Link important claims to a reliable source.

Feature and practical value

Question	What your explanation should establish
What does it do?	A current capability you can verify.
How would the buyer use it?	A workflow connected to the buyer's actual situation.
What might change?	A relevant expected effect, with conditions clearly stated.
What proves it?	Evidence that supports the claim, or an assumption awaiting validation.

Technology terms a buyer needs

Commercial questions

- 01 Is the price recurring or paid once?
- 02 Does the price include implementation?
- 03 What happens when the customer cancels?
- 04 What work remains the customer's responsibility?

Capability questions

- 01 Which functions work in the current product?
- 02 What still requires testing or development?
- 03 Which integrations have you confirmed?
- 04 Who can verify a technical or security answer?

A 60 second offer explanation

We help [specific buyer] deal with [specific problem] through [verified offer].

You receive [deliverables] within [delivery window], at [price and payment basis].

It suits you if [fit condition]. The next step is [small action].

Partner task: explain back what you think you would receive.

Lesson 02 practical assignment

Step 1

Complete the offer fact sheet, including exclusions and the source for each important claim.

Step 2

Write your 60-second explanation and record it twice. Listen for unnecessary jargon.

Step 3

Ask a partner to explain back what they think they would receive.

Step 4

Correct any confusion and complete Worksheet 02.

Lesson 02 knowledge check

Your software may support an integration, but you have not tested it. What should you tell a buyer?

Pause and explain your answer. Check the lesson answer guide after you respond.