

● THE SALES ASSET ECOSYSTEM

Not marketing assets. **46 sales assets.** *Each with one job.*

Decks, videos, pages, proof and copy, mapped by when you need them. Use this guide to find the ones **your buyer needs before they can say yes.**

PHASE 01

15 Essentials

The foundation every sales conversation needs first.

PHASE 02

17 Core

The complete sales system.

PHASE 03

14 Professional

For complex, high-stakes selling.

Start from the buyer. *Then choose the format.*

Most assets are bought as formats: a video, a deck, some posts. A sales asset starts from the sale. Ask three questions before you choose anything.

(01) Who has to say yes?

Name the buyer, or the room of buyers, whose decision you need.

(02) What stands in the way?

Doubt, confusion, risk, a competitor, a missing answer. Be specific.

(03) Find the asset whose job removes it.

Read the “Build it when” lines. If one sounds like your week, it’s a candidate.

PHASE 01 · 15 ASSETS

Essentials

The foundation every sales conversation needs first.

PHASE 02 · 17 ASSETS

Core

The complete sales system.

PHASE 03 · 14 ASSETS

Professional

For complex, high-stakes selling.

WHO EACH ASSET IS BUILT FOR

FOUNDERS

Founders, experts & consultants

SALES TEAMS

SME sales teams & directors

PITCHES

High-stakes pitch presenters

CAMPAIGNS

Campaign-driven businesses

Not sure where your gap is? That’s what the Sales Asset Audit is for. See “Where to start” at the back of this guide.

Valuable work does not *sell itself.*

Good products are overlooked. Skilled people are misunderstood. The gap is rarely effort. It’s clarity, story, proof and sales assets.

Every sales asset you need, *mapped by when you need it.*

PHASE 01

Essentials

The foundation every sales conversation needs first.

- 01 Offer Clarity Document
- 02 Positioning Statement
- 03 Commercial Messaging Architecture
- 04 Sales Asset Audit Report
- 05 Core Sales Deck
- 06 Sales One-Pager
- 07 Founder Story Video
- 08 LinkedIn Profile Optimisation
- 09 Professional Portrait Photography
- 10 Audience & Decision-Criteria Map
- 11 Pitch Deck
- 12 Executive Summary Leave-Behind
- 13 Q&A Preparation Guide
- 14 Campaign Strategy & Objectives Brief
- 15 Campaign Measurement Dashboard

PHASE 02

Core

The complete sales system.

- 16 Conversion Landing Page
- 17 Case Study Pack
- 18 Proposal Template
- 19 Email Outreach Sequence
- 20 WhatsApp Sales Sequence
- 21 Offer Explainer Video
- 22 Short-Form Sales Clips
- 23 Testimonial Video Pack
- 24 Social Selling System
- 25 Sales Conversation Framework
- 26 Competitive Positioning Document
- 27 New Rep Onboarding Pack
- 28 Lead Magnet
- 29 Paid Campaign Ad Set
- 30 Send-Out Deck
- 31 Teleprompter Script
- 32 Delivery Coaching

PHASE 03

Professional

For complex, high-stakes selling.

- 33 Multi-Stakeholder Pitch Deck
- 34 Objection Handling Asset
- 35 ROI Calculator
- 36 RFP Response Document
- 37 Investor or Partner Pitch Deck
- 38 Board Paper or Written Proposal
- 39 Sponsorship Proposal Pack
- 40 Signature Talk Deck
- 41 Webinar & Event Assets Pack
- 42 Financial & Data Visualisation Slides
- 43 Pitch Stress-Test Session
- 44 Thought Leadership Pack
- 45 Account-Based Campaign Pack
- 46 Competitive Win-Back Pack

Every asset here starts with one question: what must this buyer believe before they can say yes?

Turn the page for each asset's job, the moment you need it, and who it's built for.

Essentials.

The foundation every sales conversation needs first.

Without these, the buyer can't see what you offer, why it matters, or why you. This is where most businesses should start.

(01)	Offer Clarity Document <i>Makes the offer clear before anything is built.</i>	BUILD IT WHEN You can't say who it's for, what it solves and why you, in two sentences. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(02)	Positioning Statement <i>Puts a commercial stake in the ground.</i>	BUILD IT WHEN People meet you, like you, and still can't repeat what you do. <div>FOUNDERS</div>
(03)	Commercial Messaging Architecture <i>Gives every rep and every asset one shared story.</i>	BUILD IT WHEN Your team, or your campaign, is telling five versions of the same offer. <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(04)	Sales Asset Audit Report <i>Shows what's costing you deals, and what to fix first.</i>	BUILD IT WHEN Something isn't working and you can't tell which asset it is. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>PITCHES</div> <div>CAMPAIGNS</div>
(05)	Core Sales Deck <i>Makes the commercial argument visible.</i>	BUILD IT WHEN You win meetings but the deck isn't carrying the case, or every rep uses their own. <div>FOUNDERS</div> <div>SALES TEAMS</div>
(06)	Sales One-Pager <i>Carries the conversation after you've left the room.</i>	BUILD IT WHEN Buyers ask "can you send me something?" and you hesitate. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(07)	Founder Story Video <i>Builds trust before the first call.</i>	BUILD IT WHEN Buyers want to see who they'd be working with, founder or MD, before they book. <div>FOUNDERS</div> <div>SALES TEAMS</div>

(08)	LinkedIn Profile Optimisation <i>Turns the buyer's quiet background check into a pass.</i>	BUILD IT WHEN Buyers look you up before the meeting and find a CV. FOUNDERS
(09)	Professional Portrait Photography <i>Earns trust at first glance.</i>	BUILD IT WHEN Your photos are letting your expertise down in decks, proposals and profiles. FOUNDERS SALES TEAMS PITCHES
(10)	Audience & Decision-Criteria Map <i>Builds the pitch for the room, not the presenter.</i>	BUILD IT WHEN A consequential pitch is coming and you're not sure how this audience decides. PITCHES
(11)	Pitch Deck <i>The argument for one room, on one date.</i>	BUILD IT WHEN An investor, board, sponsor or major-client meeting is in the diary. PITCHES
(12)	Executive Summary Leave-Behind <i>Keeps working when you can't be there.</i>	BUILD IT WHEN The real decision happens after you leave, between people you'll never meet. PITCHES
(13)	Q&A Preparation Guide <i>Turns the hardest questions into your strongest minutes.</i>	BUILD IT WHEN You already know which question you're dreading. PITCHES
(14)	Campaign Strategy & Objectives Brief <i>Defines what the campaign must achieve, for whom, by when.</i>	BUILD IT WHEN You're about to spend on a push and the goal is "more awareness". CAMPAIGNS
(15)	Campaign Measurement Dashboard <i>Tells you by week three whether it's working.</i>	BUILD IT WHEN You've run campaigns before and only found out at the end. CAMPAIGNS



The complete sales system.

Once the foundation is in place, these move a buyer from interest to a signed agreement, and keep deals alive between conversations.

(16)	Conversion Landing Page <i>Turns a visitor into a conversation.</i>	BUILD IT WHEN Traffic arrives, reads, and leaves without acting.
		<div>FOUNDERS</div> <div>CAMPAIGNS</div>
(17)	Case Study Pack <i>Answers “has this worked for someone like me?”</i>	BUILD IT WHEN Buyers like you but hesitate at the risk.
		<div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(18)	Proposal Template <i>Turns a verbal yes into a signature.</i>	BUILD IT WHEN Deals go quiet after the proposal is sent.
		<div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(19)	Email Outreach Sequence <i>Keeps every deal moving between meetings.</i>	BUILD IT WHEN Follow-up depends on who remembers, and “just checking in” is the default.
		<div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(20)	WhatsApp Sales Sequence <i>Moves deals in the channel buyers actually answer.</i>	BUILD IT WHEN Most of your deals live in WhatsApp, and every message is improvised.
		<div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(21)	Offer Explainer Video <i>Explains the offer clearly, at scale, around the clock.</i>	BUILD IT WHEN Buyers research before they talk to you, and you’re absent from that research.
		<div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>

(22)	Short-Form Sales Clips <i>Answers one objection in under ninety seconds.</i>	BUILD IT WHEN The same questions come up in every deal. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(23)	Testimonial Video Pack <i>Lets a satisfied client do the persuading.</i>	BUILD IT WHEN You have happy clients but no way to put them in the room. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(24)	Social Selling System <i>Keeps you visible to buyers before they're ready.</i>	BUILD IT WHEN You post rarely, or post without a commercial point. <div>FOUNDERS</div> <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(25)	Sales Conversation Framework <i>Turns expertise into a repeatable sales conversation.</i>	BUILD IT WHEN Good meetings end without a clear next step. <div>FOUNDERS</div>
(26)	Competitive Positioning Document <i>Answers "we're also looking at..."</i>	BUILD IT WHEN You keep losing to competitors you know you're better than. <div>SALES TEAMS</div>
(27)	New Rep Onboarding Pack <i>Gets new reps selling the right story in weeks.</i>	BUILD IT WHEN New hires take months to ramp, and each learns a different pitch. <div>SALES TEAMS</div>

(28)	Lead Magnet <i>Turns anonymous interest into named leads.</i>	BUILD IT WHEN People engage with what you publish, but you never learn who they are. <div>FOUNDERS</div> <div>CAMPAIGNS</div>
(29)	Paid Campaign Ad Set <i>Reaches the buyers who don't know you exist.</i>	BUILD IT WHEN Your campaign has to find new people, not just your network. <div>CAMPAIGNS</div>
(30)	Send-Out Deck <i>Makes the pitch work without a presenter.</i>	BUILD IT WHEN Your deck will be forwarded to people who weren't in the room. <div>PITCHES</div> <div>SALES TEAMS</div>
(31)	Teleprompter Script <i>Makes the prepared sound spontaneous.</i>	BUILD IT WHEN You're recording or presenting and want to sound like your best self. <div>PITCHES</div> <div>FOUNDERS</div>
(32)	Delivery Coaching <i>Makes the argument land with authority.</i>	BUILD IT WHEN The deck is ready, and you're not yet. <div>PITCHES</div>

Professional.

For complex, high-stakes selling.

When more people have a vote, more money is on the table, or the room is sceptical by design. These assets carry the weight.

(33) Multi-Stakeholder Pitch Deck

Wins rooms with more than one decision-maker.

BUILD IT WHEN

The CFO, the operations lead and IT all have a vote.

SALES TEAMS

PITCHES

(34) Objection Handling Asset

A confident, prepared answer to every real objection.

BUILD IT WHEN

The same objections keep killing deals.

FOUNDERS

SALES TEAMS

(35) ROI Calculator

Turns price into value, in the buyer's own numbers.

BUILD IT WHEN

"It's too expensive" really means "I can't see the return".

SALES TEAMS

(36) RFP Response Document

Compliant and compelling at the same time.

BUILD IT WHEN

You're answering a tender and need to stand out within the rules.

PITCHES

SALES TEAMS

(37) Investor or Partner Pitch Deck

Built for how investors actually decide.

BUILD IT WHEN

You're raising capital, or proposing a strategic partnership.

FOUNDERS

PITCHES

(38) Board Paper or Written Proposal

Carries the full case in writing.

BUILD IT WHEN

The decision will be made from a pre-read, not a presentation.

PITCHES

(39) Sponsorship Proposal Pack

Speaks the sponsor's commercial language.

BUILD IT WHEN

A sponsor needs to see their return, not your story.

FOUNDERS

PITCHES

(40)	Signature Talk Deck <i>Turns a talk into pipeline.</i>	BUILD IT WHEN You speak at events and want the room to move toward your offer. <div>FOUNDERS</div>
(41)	Webinar & Event Assets Pack <i>Turns attendees into qualified conversations.</i>	BUILD IT WHEN Your events are well attended, and nobody buys afterwards. <div>FOUNDERS</div> <div>CAMPAIGNS</div>
(42)	Financial & Data Visualisation Slides <i>Makes your numbers legible at a glance.</i>	BUILD IT WHEN Your best evidence lives in a spreadsheet, not on the slide. <div>PITCHES</div>
(43)	Pitch Stress-Test Session <i>Finds the weak point before the audience does.</i>	BUILD IT WHEN The stakes are too high to discover it in the room. <div>PITCHES</div>
(44)	Thought Leadership Pack <i>Builds the authority that makes every asset easier to believe.</i>	BUILD IT WHEN You want to be the first name called when the problem appears. <div>FOUNDERS</div> <div>SALES TEAMS</div>
(45)	Account-Based Campaign Pack <i>The deliberate pursuit of one named account.</i>	BUILD IT WHEN One big account matters more than a hundred leads. <div>SALES TEAMS</div> <div>CAMPAIGNS</div>
(46)	Competitive Win-Back Pack <i>Reopens the deals you lost.</i>	BUILD IT WHEN Good prospects chose someone else, and you want a second conversation. <div>SALES TEAMS</div>

Where to *start.*

You don't need all 46. You need the few that remove what stands between your buyer and yes. Pick the situation that sounds most like yours.

IF THIS IS YOU

UNSURE? START HERE

Something isn't working, and you're not sure what.

Sales Asset Audit

A prioritised report: what's costing you deals, and the order to fix it.

INVESTMENT

R2,500

IF THIS IS YOU

You know exactly which asset is missing.

On-Demand Sales Assets

One asset, one commercial job, built properly.

FROM

R1,500

IF THIS IS YOU

A launch, pitch or campaign window is closing.

Sales Asset Sprint

A fast, focused build for one objective.

INVESTMENT

R7,500

IF THIS IS YOU

You're going to market and need the full foundation.

Sales Asset Bundle

Coordinated assets from one brief, ready before day one.

FROM

R14,950

Need assets every month, not once? Ask about the Sales Asset Retainer: an ongoing partnership that keeps your sales assets current as your offer, market and buyers change.

Weigh each one against what the gap is costing you: a deal lost to someone less capable, a launch that leaks, a deck rebuilt twice.

● MAKE YOUR VALUE EASIER TO BUY

Tell us what you're selling. *We'll tell you what to build first.*

Who needs to say yes, and what's in the way. We'll tell you which assets would make the biggest commercial difference, and in what order. Then they keep selling when you're not in the room.

A direct conversation about the sale. Not a creative consultation.

Book a conversation at firewerksstudio.com →

30seconds

PIRTEK AFRICA

One 30-second asset. A signed distributor in four weeks, for under R5,000.