Go-to-Market & Sales Core

1	**Go-to-Market Plan** – Segments, personas, value messaging, sales stages, and channel motion.	
2	**Unique Selling Proposition (USP) Statements** – Tailored by persona and vertical. Hard-hitting, specific, and trust-building.	
3	**Sales Scripts** – Persona-specific dialogues covering cold opens, discovery, qualification, and closing.	
4	**Solution Engineer (SE) Demo Scripts** – Technical walkthroughs with feature-to-benefit mapping and objection pre-empts.	
5	**Objection Handling Playbook** – Structured matrix of resistance points with approved counter-narratives and proof points.	
6	**Battle Cards** – Competitive comparisons with clear “why we win” framing per persona.	
7	**Quote Template** – Editable, branded, and margin-aware. Integrates with CPQ if used.	
8	**Invoice Template** – Matches quote. Payment terms clearly defined. Ideally embedded in the CRM.	
9	**Pricing Sheets** – Public-facing and internal versions. Internal sheet includes discounting rules, margin thresholds, and bundling logic.	
10	**Sales Enablement FAQ** – Answers to common product, pricing, procurement, and security queries.	

Marketing & Campaign Assets

11	**One-Pagers** – By product and use case. Should be short, visual, and immediately legible.	
12	**Product Datasheets** – Clean, technical summaries. Compatible with procurement submissions.	
13	**Use Case Library** – Industry-specific stories showing how you solve real-world problems.	
14	**White Papers** – Authoritative, properly cited, trust-building. Often used in pre-sales to anchor technical validation.	
15	**Case Studies** – Short, verifiable stories of customer wins. One per ICP is a good benchmark.	
16	**Customer Reference Call Scripts** – Pre-briefs for customers + follow-up flow for prospects.	
17	**Product Brochures** – Designed for distribution at events or sales follow-ups. Should reflect tiered products or bundles.	
18	**Event Collateral Pack** – Flyers, booth banners, QR signup sheets, demo booking links.	
19	**Brand Guidelines / Book** – Logos, tone of voice, style, colour palette, slide templates, boilerplate.	

Product & Technical Documentation

20	**Product Roadmap (Public + Internal)** – Internal includes dependencies and sprint commitments; public is trimmed for safety and confidence.	
21	**Release Notes** – Clear, accessible summaries that customers actually read.	
22	**Feature Adoption Guides** – Internally used to train sales/support on how to position new features.	
23	**API Docs** – Live page on website or PDF, indexed, with use-case examples.	
24	**Architecture Diagram** – Visual of platform components and data flow of the product.	
25	**Security Policy Overview** – Plain-English summary of encryption, access controls, backups, etc.	
26	**Risk Register** – Log of technical, operational, and strategic risks; includes likelihood, impact, owner, mitigation.	
27	**Changelog Feed** – Public or semi-public updates tracking changes. Bonus: helps SEO.	
28	**Support Playbook** – Categorises ticket types, SLA policies, escalation paths.	

Partner & Channel Operations

29	**Partner Programme Overview** – Tiers, incentives, onboarding flow, deal registration process.	
30	**Deal Registration Form** – Ideally embedded in CRM or integrated to a website form.	
31	**Channel Partner Playbook** – Full stack: value prop, pitch deck, enablement kit, demo script.	
32	**Marketing Development Fund (MDF) Guidelines** – What's eligible, how to apply, how performance is tracked.	
33	**Partner Scorecards** – Weekly/monthly KPIs covering engagement, pipeline contribution, win rate.	
34	**Co-Selling SOP** – Defines who leads, how support is routed, and CRM entry expectations.	
35	**Joint Business Plan Template** – Shared goals, GTM motions, investment breakdowns.	

Finance & Investor Readiness

36	**12-Month Cash Flow Forecast** – Tied to headcount, pipeline, and known liabilities.	
37	**Full Financial Model** – Base, stretch, and downside cases. Inputs traceable, logic visible.	
38	**Cap Table** – Current and post-financing versions with fully diluted views of the shares.	
39	**Investor Deck** – Narrative-first, metrics-backed. Tailored versions for angels and VCs.	
40	**Monthly Investor Update Template** – Covers traction, burn, key metrics, asks.	
41	**Due Diligence Folder** – Pitch, model, contracts, IP docs, metrics, roadmap, all logically arranged.	
42	**Work Package Briefs** – Especially for grant funding or accelerator submissions. Clearly outlines deliverables, budget, strategic value.	
43	**Investment Proposals** – Concise narratives structured to fit pitch contests, grant applications, or early LP decks.	

Legal & Compliance Infrastructure

44	**Shareholder Agreement & Founders' Terms** – Includes vesting, drag-along, founder dispute clauses.	
45	**MSA (Master Service Agreement)** – Standard contract with service terms, limitations, and liability sections.	
46	**Terms of Service & Privacy Policy** – Hosted online; meets GDPR and PECR (UK) expectations.	
47	**Data Processing Agreement (DPA)** – Customisable per client, outlines roles, rights, and breach protocols.	
48	**NDA Template** – Mutual or one-way depending on context. Ideally e-sign enabled.	
49	**Intellectual Property Assignments** – Especially for early hires and contractors.	
50	**Employment Agreements** – With intellectual property, NDA clauses and notice periods defined.	

Operational Planning & Internal Alignment

51	**Business Plan** – Executive summary, GTM, team, financials. Often used for accelerators and grant bodies.	
52	**Strategic Plan** – 1-year and 3-year vision, including OKRs and key milestones.	
53	**Operational Handbook** – Who does what, when, and how. Often built in Notion or Confluence.	
54	**OKR Tracker** – Department and company-wide objectives and measurable key results.	
55	**Internal Wiki or SOP Bank** – Onboarding, tools, key workflows documented in plain English.	