

# Sales Playbook

Personal Selling Strategy + Moxxie Ventures Product Application

Created by Madison Peterson

This playbook applies core sales concepts to two parallel scenarios: selling myself in the interview process and selling my mentor's product, Moxxie Ventures. It highlights how prospecting, discovery, value creation, and closing translate across both personal and professional selling contexts.

# Sales Strategy Playbook Development

Applying professional sales frameworks to real-world and personal selling scenarios

01 This project focused on developing a structured **sales playbook** that applied professional sales frameworks to two parallel scenarios: selling myself during the interview process and selling a real-world product – the **Moxxie Ventures GTM Accelerator**.

02 The objective was to demonstrate how core sales concepts — **prospecting, discovery, value creation, objection handling, and closing** — translate across both personal branding and B2B sales environments.

01 Independently designed and structured the full sales playbook.

Playbook Design



02 Applied professional sales methodologies to real-world selling scenarios.

Sales Framework Application



03 Developed discovery questions and mapped buyer decision processes.

Buyer Journey Mapping



04 Created positioning strategies, objection responses, and closing approaches.

Value Proposition Development



# My Role & Contribution



The final playbook demonstrates how structured sales frameworks guide both **product selling and personal branding strategies.**

# Industry Mentorship & Real-World Insight

This project incorporated guidance from a sales mentor at **Moxxie Ventures** to better understand how early-stage companies position and sell their products.




Through this mentorship I gained insight into how the **GTM Accelerator** is positioned, sold, and delivered to startup founders.


01 Understanding real-world sales conversations with founders.

Startup Sales Perspective 

02 Converting industry insights into structured sales frameworks.

Sales Strategy Translation 

03 While mentorship provided context, the playbook design and analysis were completed independently.

Independent Execution 

### VisionMatch Positioning

Aligning product value with customer goals.

### ValuePrompter Framework

Articulating buyer-specific value.

### OPC Discovery Questions

Identifying customer needs and motivations.

The playbook is grounded in consultative and value-based selling principles.



# Sales Frameworks & Methodology



### LAER Framework

Structured objection handling.

Thank you.

**Sales Strategy Playbook  
Development**

**Madison Peterson**

303-912-5776 | [MadisonTrae@gmail.com](mailto:MadisonTrae@gmail.com)