

A sell sheet isn't a simple sales flyer or a discount coupon. It may not provide pricing information, focusing instead on product features that make the item unique or appealing to prospects and potential buyers. This makes it strategically different from any of the other marketing materials or strategies you might implement at the top of your sales or marketing funnel.

When done correctly, a strong sell sheet design highlights key business information, service details, or product features. It also elevates your brand by building trust and appeal in the eyes of the customer.

Below are the basic elements to create a perfect sell sheet:

[Memorable headline]

[Picture of the product]

[Intro paragraph]

[Graphics that describe the product's success or quantifiable elements]

[One element of the product]

[The benefits of the element]

[Second element of the product]

[The benefits of that element]

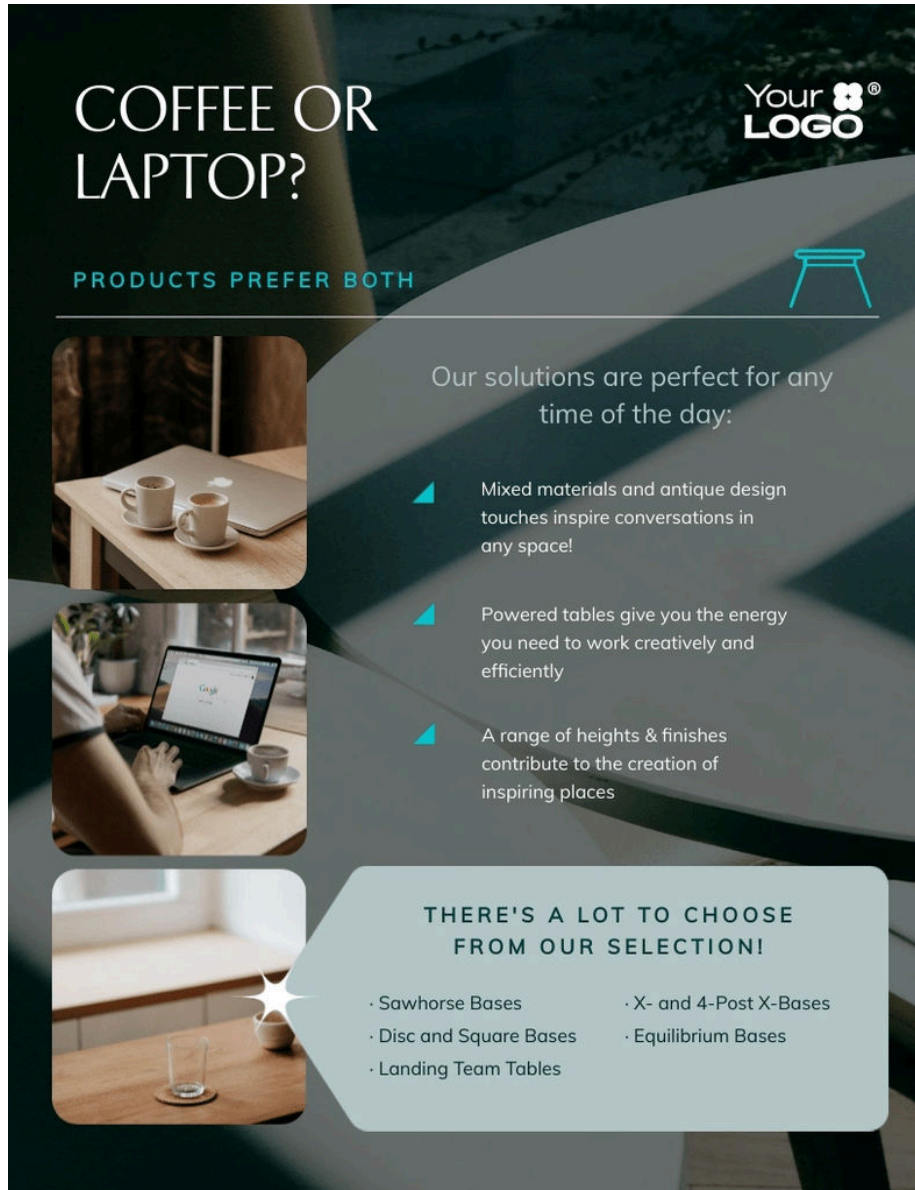
[Third element of the product]

[The benefits of that element]


[Call to action]


[Your name, phone number and email address]

Here are a couple of templates and what they might be best used for:



**COFFEE OR
LAPTOP?**

Your  **LOGO**

PRODUCTS PREFER BOTH 

Our solutions are perfect for any time of the day:

- ▶ Mixed materials and antique design touches inspire conversations in any space!
- ▶ Powered tables give you the energy you need to work creatively and efficiently
- ▶ A range of heights & finishes contribute to the creation of inspiring places

THERE'S A LOT TO CHOOSE FROM OUR SELECTION!

- Sawhorse Bases
- X- and 4-Post X-Bases
- Disc and Square Bases
- Equilibrium Bases
- Landing Team Tables

This is the Modern Product Sell Sheet template from Visme. It's fully customizable, including the fonts, colors, and images. What's striking about this template is the placement and size of the images versus the placement and size of the copy.

The images hold the main sway over the customer's eye, while the copy is extremely small. You'll also notice that the logo is on the smaller side and off to the right, rather than in the center. There's no question that this is a template for a product sell sheet, not a company sell sheet. Multiple image slots allow the product to be featured at different angles, while limited copy lets the product images speak for themselves.

Now, let's take a look at a company sell sheet template.

One Page Company Facts Sheet Example in Marketing

This one pager illustrates the fact sheet of the digital marketing agency for promotion and advertisement. It includes details of services offered, industries served, key clients, and multiple channels deployed by the company. Further organization performance metrics are covered in terms of the number of projects undertaken, people reached and clicked grabbed.



INTRODUCTION

(company name) is a digital marketing agency that offers a wide range of solutions to ensure that the correct message gets delivered to the target audience for the growth of the client business

SERVICES WE OFFER

Central: Digital Marketing

- Email Marketing
- Content Marketing
- Social Media
- Branding
- Search Engine Optimization
- Web Design
- Paid Advertising SEM
- Track Analytics & ROI

INDUSTRIES WE SERVE

- Healthcare
- Legal
- Higher Education
- Small Business
- Home Services
- Real Estate

PERFORMANCE FACTS

485+ PROJECTS COMPLETED	2M+ PEOPLE REACHED	3,65,000 CLICKS GRABBED	7 Million USD ROI
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KEY PERSONALS

US Call
1234567890

Nancy Roy
Global Digital Director

Employee Name
Employee Designation

OUR CLIENTS

Mention "client 1" name

Mention "client 2" name

DIGITAL MARKETING CHANNELS DEPLOYED



VIDEO, SOCIAL, PPC, WEB DESIGN, CONTENT MARKETING

AWARENESS

INTEREST

CONSIDERATION

INTENT

EVALUATION

SALE

SEO, SEM, EMAIL, REMARKETING

This is the One Page Company Facts Sheet template from Slide Team. Rather than focusing on one specific product, this sheet covers the company's services, industries served, performance facts, current clients, and key personnel.

It's also worth noting that the largest image on the sell sheet is, in fact, the company logo. That makes sense when you consider this sheet highlights an entire business, whereas a product sell sheet promotes a single item created by that business.