

# **People United Foundation — Enterprise & Sponsor Sales Playbook (v1.0.0)**

## **Positioning (30 seconds)**

PUF delivers procurement-friendly training in Workforce, Leadership, Governance, and Community & Economic Development. Privacy-first: no accounts required (v1), no surveillance, no individual tracking; reporting is aggregate-only.

## **Who we serve (ICP)**

Employers/CSR, foundations, municipal/public agencies, schools/universities.

## **Offer ladder**

Sponsored cohorts (Basic/Standard/Premium), governance seat/bundle, enterprise procurement (invoice/PO; optional train-the-trainer).

## **Discovery questions**

Outcome owner? target population? quantity? procurement needs? compliance? timeline? facilitation/TTT? success definition?

## **Objection handling**

No individual tracking; procurement routing via invoice/PO and packets; aggregate impact framework; start small and scale.

## **Deal paths**

Path A: sponsor cohort; Path B: enterprise procurement.

## **What to send**

Hub, one-pager, funding, procurement, invoice/PO, RFP, pricing.

## **Daily rhythm**

10 outreaches/day; 3 follow-ups/day; 2 calls/week; route to procurement fast.