

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.