Sell Sheet Template

What should a manufacturer's sell sheet include? One product or product line on one page, in the six fields this sell sheet template sets out: a headline that names the application, who it's for, the few specs that decide whether it fits, one piece of proof, what to send for a quote, and a named contact. It's a sales document, so it leads with the buyer's job, not your history, and leaves the full specification to the spec sheet and the product page.

Give every row an owner and a due date, and work the stages in order. Each item is explained in the full guide at byalkali.com/resources/sell-sheet-template/

01 The headline

The application, in the words buyers use on the phone.

DONE	TASK	OWNER	DUE
☐	One line naming the job the product does or the problem it removes.		
☐	A second line with the product name and what it is.		

02 Who it's for

Enough for the wrong buyer to rule themselves out.

DONE	TASK	OWNER	DUE
☐	The industries or plant types it's built for.		
☐	The roles that usually specify or buy it.		
☐	Where it isn't the right fit, if buyers often ask.		

03 The specs that decide it

Four to six figures. The rest stays on the spec sheet.

DONE	TASK	OWNER	DUE
☐	The figures a buyer checks first, with units, and tolerances where they matter.		
☐	Materials or grades, and the standards or ratings it meets.		
☐	Sizes, models or options, as a range rather than a full table.		
☐	Every figure checked against the product page and its source record.		

04 Proof

DONE	TASK	OWNER	DUE
☐	One checkable claim: a certification, a test standard, an installed base or a lead time you hold.		
☐	If you use a customer line, only in their exact words, approved by them.		
☐	One real photo of the product in use or on the floor.		

05 How to get a quote

DONE	TASK	OWNER	DUE
☐	The details you need to price it: size, material, quantity, drawing, need-by date.		
☐	Which file formats you accept, if drawings are part of it.		
☐	How fast a quote usually comes back, if you can hold to it.		

06 Contact and housekeeping

DONE	TASK	OWNER	DUE
☐	A named person, title, direct phone and email.		
☐	A short link or QR code to the product page, tagged with utm_source, utm_medium and utm_campaign.		
☐	A revision date in the footer, and a note of where the current version lives.		

Alkali builds websites for established B2B companies. byalkali.com

Checked against Google Analytics' help on campaign URLs, and against what manufacturers and the agencies rebuilding their catalogs have told us on calls this year about spec sheets and product details missing from the site, November 2026.